# Play It Up with Aviraté

Posted on
(L-R): Jagdish Chawla, Global CEO – Aviraté,
Arshad Sattar, Managing Director – Aviraté,
Asim Younous, CEO – Aviraté

Drawing inspiration throughout the ages and from iconic fashion trends of the decade, Aviraté brings chic, stylish and elegant designs for their Autumn/Winter 2014 collection.

The ‘Abbey Road Stride’ collection features four sub ranges, namely ‘Mundo Paparazzi’, ‘The Way She Moves’, ‘Luxe Affair’ and ‘Power Play’. With cues from runways today the range is sharp, as well as commercial, bringing the customer in line with the international catwalk trends. Versatility is a key focus, with garments that can be worn from day to evening, as well as stretching to a wider age bracket. The collection is also complimented with accessories, to fit into any wardrobe.

Speaking at the venue, Jagdish Chawla highlighted how the collections are fashioned in collaboration with the internationally renowned fashion designer Ross Mayer, and brings the customer in line with the international catwalk trends by making the range globally relevant. Adding further, he said that Aviraté hopes to

take on the European and US stage with their Autumn/Winter 2015 collection.