

Avíraté

essence of sensuality

Company

PROFILE

Aviraté - the meaning of sensuality, evokes its brand heritage from the roots of Sanskrit throughout its global presence.

Aviraté has come to characterize modern luxury and sophistication inspired by grace and elegance.

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“Aviraté is adapted from the Sanskrit word ‘avirati’ which means sensuality”

Company

BACKGROUND

Aviraté

The international fashion brand owned by leading Sri Lankan apparel manufacturer - Timex & Fergasam Group, started its retail journey in June of 2010 throughout the Asia-Pacific region, by launching itself into the biggest department store in Colombo, Sri Lanka.

Later on in the year the brand **Aviraté** started its own retail business with a 2700sq feet Flagship Store, in the same city. It followed up with 5 more of its own retail stores across Sri Lanka, and 12 retail outlets in India. Since then, it has established itself as a brand known for its global fashion DNA.

The brand's manufacturing arm supplies apparel to global brands including Ralph Lauren, Calvin Klein, Elie Tahri, Marks&Spencer, to name but a few.





COMPANY BACKGROUND

From being a core, dress wear brand, **Aviraté** has expanded its product portfolio towards a lifestyle fashion brand. Both **Aviraté** Signature and Classic collections are inspired by the latest international fashion trends, addressing all the needs of a modern lifestyle driven customer.

The collections support the essence of a complete wardrobe, day and evening wear, offering dresses, stylish trousers and skirts paired back with coordinating tops, lingerie, accessories and footwear. With it's offer, the brand **Aviraté** is expanding throughout Europe, Canada and US Markets.





COMPANY BACKGROUND

The Brand

Aviraté is a lifestyle driven international fashion brand, which appeals to every woman's sense of style and modern attitude.

The collection offers an exclusive design quality with a range of clothing and accessories. Its extensive selection of day and evening wear, lingerie, shoes and bags, inspires the modern contemporary client in all her fashion needs.

Aviraté rediscovers the inherent feminine sensuality inside her and makes it shine in a manner that is just exclusive enough to set herself apart from others.



Management



Mr. A.S Ashraf is the Chairman and Director of the Timex & Fergasam Group. Mr. Ashraf is one of Sri Lanka's most successful businessmen, holding a Chairman position in many successful subsidiaries of the Group such as Eveden Timex Pvt. Ltd., Timex Garment Sourcing Ltd., Fergasam (Bangladesh) Ltd., Timex Fashion Designs United Kingdom, Fashion 365 Retail Pvt. Ltd., and the recently launched international fashion brand, **Aviraté** Pvt. Ltd.



Mr. Arshad Sattar is Managing Director of Timex & Fergasam Group, and Founder of **Aviraté** Pvt. Ltd and Fashion 365 Retail Pvt. Ltd. Mr. Sattar, another successful business man in Sri Lanka heads subsidiaries of Timex & Fergasam Group such as Eveden Timex Pvt. Ltd., Timex Garment Sourcing Ltd., Fergasam (Bangladesh) Ltd., and Timex Fashion Designs United Kingdom.



Brand

PROFILE

MISSION

We engage our clients in an emotional connection with the brand **Aviraté**, by providing innovative designs and high quality products on an international fashion level. Our sophisticated mix of textures and styles emerge as the lifestyle choice of the **Aviraté** woman.

VALUES

Aviraté's vision of women in fashion lives on, loyal to strong values: sensuality, femininity, grace and modernity.

BRAND SUMMARY

Aviraté, the international fashion label with a focus on “modern sensuality” is produced in Sri Lanka and retailed across the world.



Products & Services

Aviraté targets the urban fashionistas around the age of 30+ who are socially accomplished.

Aviraté women are discerning and have an evolved taste of fashion, enjoying good quality and luxury.

Aviraté ranges include extensive selections of day and evening dresses, tops, bottoms, lingerie, footwear, bags & accessories.

Aviraté keeps itself at par with global trends and styles and launches a new collection every month.

Aviraté believes in designing clothes for 'real women' & offers a wide range in size to compliment every body type.

Aviraté's clothing line as an international fashion brand consistently strives to deliver classic, flattering and innovative garments with an awareness towards global trends.

Furthermore, it has a diversified product range every season offering the very best that will cater to all occasions.

Moving its product line of day wear to evening and work wear, **Aviratè** has a competitive advantage of being able to cater to almost every need of the customer.

Focusing more on trends and vogue, **Aviratè** unveils its Spring/Summer and Autumn/Holiday collections annually, placing itself on an international platform.

The seasons are compiled of a variety of products that are ideally catered for all times, be it special or casual.



Aviraté Brand

Aviraté simultaneously offers a collection of lingerie that compliments the ready to wear collections, which in turn gives the customer a complete wardrobe solution.

There is always something new coming into our stores.

Another part of the brand's offering is an exclusive selection of accessories including shoes, bags, belts, scarves and a selection of the finest fashion jewellery.

The **Aviraté** range is drawn by an international team of dynamic designers across the world who keep a close watch on the latest international trends.



Aviraté

WORLD

Aviraté stores are situated in prime locations in urban areas. These are high traffic areas close to residential neighbourhoods. Other locations of preference are premium malls which generate regular and quality footfalls, ones in prestigious, high-traffic locales.

The store designs emulate wide-open spaces and have well-defined layouts to ensure customers' shopping experiences are pleasurable.

It is strategically important for the brand's growth to have presence in prestigious locations in order to acquire the top tier target audience who's spending capacity and purchasing power is higher.

Aviraté is characterized by its stark exterior – a façade of black and white glass accentuated by gold coloured signage. Part of its façade comes alive at night via a screen that displays **Aviraté** sponsored fashion shows and collections.



Store Design



The latest **Aviraté** store design along with the golden feature mannequins greet the customer from the entrance.

Wooden and glossy white tiled floors compliment the interior of the store with a textured antique gold ceiling and decorative fixtures.

The backdrop of the cashier's desk is embossed with black silhouettes on gold fabric, illuminated from above and framed by white walls.

Another key feature in our flagship and premium outlets is the glass roof above a sculpture that filters daylight into the room whilst leather lounge chairs and glass coffee tables in the adjacent area allows those accompanying customers to wait in comfort.

The changing rooms are spacious in design, fitted with timber floors and large mirrors. The stores have dedicated display areas for the complete range of **Aviraté** products.

Global Approach



The Colombo office and design studio has a unique advantage of having access to global resources. The teams can keep a close eye on the trends happening in London by communicating with the offices located in Paddington and working closely with the buying team. In addition to this, regular discussions with the designer for the Signature brand based in Canada allows an insight into what drives the North American markets.

Seeking the latest fabrics is facilitated through the offices and suppliers based in Hong Kong and South Korea which compliment the in house digital printing facilities and embroidery unit.

The design team works closely with the pattern cutters and are able to sample up new styles in house which enables a speed to market approach.

Tuka 3D technology enables an exclusive preview of how a garment will look to restrict unnecessary sampling time and ensure that the cut and fabric are appropriate for the designers vision.

Aviraté

MEDIA

SOCIAL MEDIA

Aside from investments in traditional media outlets, **Aviraté** believes in having a strong presence on popular social media outlets such as Facebook, Twitter, Pinterest and Instagram. New collections, feature garments, sale items, PR articles, store openings and all brand related announcements are made on these platforms. They have proven to be increasingly important sources for collecting customer feedback and a user friendly platform for customers to interact. In particular, customers feel comfortable expressing their concerns and take great pleasure in sharing their **Aviraté** moments for the brand to highlight.

ONLINE PORTALS & WEBSITE

Aviraté also deems important presence on some of the leading e-commerce sites in the region, namely, Myntra, Jabong, Zivame and Flipkart. Now, the click-and-mortar brand is successfully reaching their target and niche audiences via these renowned lifestyle and fashion channels, evident in the footprint expansion online.

We have established online stores for the Asian, Pacific and regions of the Americas: www.aviratefashion.com our International store. The **Aviraté** online strategy is to push garments via advertising campaigns and promotions that are concurrently implemented to support the offline platforms. On the website, garments are pushed category wise and major season sales and discounts highlighted as per in-store activations. The umbrella categories include sale items, latest styles, best sellers, clothing, accessories and lingerie.

Advertising campaigns



Inspired by the balmy Mediterranean seas and the architectural grandeur of Europe as seen in the mesmerising landscapes of Croatia, part of the SS '15 collection from Aviraté.

Aviraté

India: Bangalore, Mumbai, Delhi, Pune, Chennai, Mangalore, Hyderabad, Guwahati, Chandigarh | Canada | Germany | United Kingdom | Sri Lanka | Also available at select Shoppers Stop and Central outlets
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Shop in
SHOP



Modular shop in shop concept for global department stores.

Aviraté &

LIGANOVA



For **Avirate**'s strategic retail & marketing concepts we have partnered with LIGANOVA BrandRetail Company who are international leaders in the field of in store visual merchandising and marketing communication.

Together with LIGANOVA we are creating the strategic retail development towards all needed marketing tools for the **Aviraté** brand awareness at the point of sales.



Aviraté is a Womenswear Brand, made for the socially accomplished woman who loves to dress up on every occasion.

A wide range of products is being offered for the respective occasion, in which LIGANOVA is building up the Visual Appearance throughout Visual Merchandising and Product Placement.

Monthly adapted Campaign Themes are being designed for the Window Campaign and In Store Visual Merchandising Set Up.

Aviraté &

Hermes-OTTO

DISTRIBUTION & SERVICES

As a global brand, **Aviraté** builds its international network through cooperation with world class partners.

Retailers find access to the **Aviraté** range on OTTO's Zittra online marketplace, as well as support services for an ideal order environment centred around international purchasing and distribution.

Aviraté products can be ordered comfortably online, having access to support with processing, payment processes and the unique logistics competence of Hermes Fulfilment.



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WORLDWIDE



