



## **Breya launches two more exclusive brand stores in Hyderabad**

**Mumbai, August 10, 2017** – Breya, the Mumbai based modern-ethnic women’s clothing brand has launched two more exclusive retail outlets in Hyderabad. The retail stores are located in GVK One Mall and Park Lane (Secunderabad), each spread over an area of 800 sq. ft.

The Brand has launched its new ‘**Autumn Festive 2017 – Feel Your Soul**’ collection that offers everything that the new age Indian women would feel good about and to look their best on any occasion. A collection of trendy casual and formal ensembles introduced with unconventional and traditional prints, with flowy and brushed fabrics such as cotton rayon, georgettes, crepe and chiffon. The collection ranges from printed kurtas, tunics, crop tops, printed shrugs and jackets, maxi dresses, midi dresses, skirts and pallazos pants.

The brand has launched an exciting range of trendy Evening Wear collection ‘**Breya Elite**’, which will be sold exclusively in the stores. The collection provides a solution to different party needs from friend’s cocktail reception, wedding, baby shower, family gatherings and functions. The ensemble is a collection of ‘Evening Wear’ which ranges from embellished kurtas with zardozi, gota patti, chikankari from the likes of different states, fashion forward gowns, suit sets, crop top with skirts and many more.

Speaking on the occasion of the launch, **Tanvi Agarwal, Creative Director, Breya** said, “We are very pleased to make our collection available to newer markets in Hyderabad. The love and affection for our products in Hyderabad has motivated us to expand our presence in the city. The new stores are infused with our brand philosophy to experiment with latest styles and trends that every free spirited Indian women would love to wear.”

After having an outstanding response from its first two retail stores in Himayathnagar, Hyderabad and Sevoke Road, Siliguri, Breya is now looking to expand its reach aggressively in key metro cities such as Delhi, Bengaluru, Hyderabad, as well as Tier 2 cities such as Pune, Guwahati.



## About Breya

Breya offers a modern ethnic product range designed to meet the needs of contemporary Indian women. Breya's designs are all about elegance, style, comfort and its fabrics are handpicked from India's rich & conventional textiles and evergreen colors.

Breya currently operates 4 exclusive retail stores and has presence in over 100+ multi-brand outlets across India. Its products are also available on premier online platforms such as Myntra, Ajio, Limeroad, Amazon. It also operates an in-house ecommerce website: [www.breya.in](http://www.breya.in).

ABP Apparels Pvt. Ltd. owns and operates the brand Breya. It was founded in August 2016 by a team of young professionals with the idea of a visionary brand that the new-age Indian women can relate to.

## MEDIA CONTACT:

Pratik Agarwal,  
Managing Director – ABP Apparels Pvt Ltd  
Email: [pratik@breya.in](mailto:pratik@breya.in)  
Mob: 7506052898