

## **Breya opens its 1<sup>st</sup> Exclusive Brand Outlet in Bengaluru**

Also, marks its 26<sup>th</sup> outlet in 16 cities in India

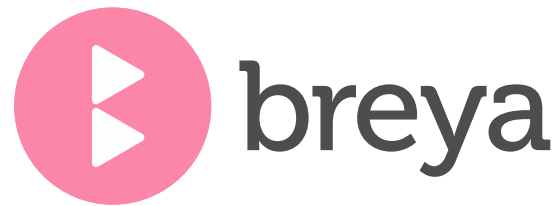
**Mumbai, August 28, 2019** – Breya, the Mumbai based modern-ethnic women’s clothing brand has expanded its presence to Bengaluru with the launch of its exclusive brand outlet (EBO) in Mantri Square Mall.

This also marks Breya’s 26<sup>th</sup> outlet in the country across 16 cities including Hyderabad (7 outlets), Guwahati (4), Delhi (2), Bengaluru, Patna, Siliguri, Jamshedpur, Bhopal, Mohali, Ranchi, Bhubaneswar, Nasik. 10 more exclusive outlets are scheduled to open over next 2-3 months, in existing as well as newer markets such as Chandigarh, Jaipur, Bhatinda, Jorhat.

Speaking on the occasion of the launch, **Tanvi Agarwal, Creative Director & Co-founder, Breya** said, “We are really overwhelmed by the response our collections and designs are getting from customers across India. The philosophy of our design team is to respond instinctively to the latest trends & changing needs of the customers and keep delivering smart, modern ethnic collections that appeal to contemporary women in India.”

**Abhinav Tongia, CEO & Co-founder, Breya** said, “We are seeing a good excitement for our brand in the markets we are entering. The business growth continues to remain strong and we plan to expand aggressively in markets across India. Our target is to reach 100+ outlets in next 2 years and become one of the largest & most loved ethnic wear brands in India”.

The brand has also launched 2 new collections – “**Karigiri**” & “**Art Deco**” – for the upcoming Festive season, which offers everything that the new age Indian women would feel good about and to look their best on any occasion. **Karigiri** draws inspiration from folk Indian motifs & traditional Indian embroideries, whereas, **Art Deco** is inspired from the golden era of style, visual art, architecture, shine and shimmer with an array of chromes and gold. The categories range from kurtas, kurta sets, festive gowns, tunics, crop tops, printed shrugs and jackets, maxi dresses, midi dresses, skirts, pallazos, pants.



**ABOUT BREYA** - *Smart, Modern, Forward Ethnic Wear*

Founded in August 2016, Breya is a modern ethnic brand focused on bringing a difference to the everyday clothing needs of contemporary Indian women. Breya's design philosophy is about simplicity, elegance and style with focus on bringing the runway fashion trends to the Indian consumers at affordable prices.

Breya currently operates 26 exclusive brand outlets and has presence in over 120+ multi-brand outlets across India. Its products are also available on premier online platforms such as Myntra, Ajio, Limeroad, LBB. 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. We are a team of young professionals on a clear mission to create a visionary brand that the new-age women can relate to.

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