

Sonalee Paithani roped in Sonalee Kulkarni as brand ambassador

Brand also launches its first store in Nashik

Sonalee Paithani, a luxury Paithani and Saree brand has roped in Marathi actress and popular celebrity Ms. Sonalee Kulkarni as their brand ambassador. They also have forayed into offline retail selling with their first megastore launch in Nashik, designed by architect Mr. Dhananjay Mahale of Interarch Associates.

The megastore will display over 25 types of only Pathani Sarees and more than 75 types of other saree collections like Silk, Patola, Kangivaram and Benarasi, all priced between the range of 1000 INR over INR 2 lakh+, depending upon quality and design. They also make customized Paithani sarees on demand and are the suppliers of Paithani Sarees to more than 50 stores across India. In addition, they will also have attires like Ghagra, Evening gowns, Wedding outfits and many more.

Speaking at the launch of the megastore in Nashik, **Mr. Bhausahab Kokhale, Director, Sonalee Paithani** said, *"We have close to three decades of manufacturing experience for Paithani sarees and it is the right time to take the brand closer to the consumer. Traditional attires always have a special place in our hearts and there is a sentimental value attached to it. Be it our festive season or any special occasion, adorning our tradition and culture adds more zest to the celebration. We are delighted to bring the magic and beauty of Paithani sarees to Nashik and are equally happy to collaborate with Sonalee Kulkarni. She is considered an icon in Maharashtra and is an inspirational figure for women because of her stellar work and the way she carries herself. She exemplifies the mix of contemporary style and elegance of tradition, which is synonymous to our brand too."*

Adding to it, **Sonalee Kulkarni** said, *"The brand has my name so there was an instant connect! Moreover, I love sarees because the elegance and grace that sarees have, no other outfit has. Paithani saree represents the Maharashtrian culture and tradition and I am delighted to collaborate with Sonalee Paithani because they have been huge manufacturers of these sarees for long time. I am excited and looking forward to this association."*

The brand will launch its campaign '*Pratek Strichya Mani, Fakt Sonalee Paithani*' which essentially means that Paithani Sarees is the first choice for every woman. The brand aims to create a buzz with their superior quality and attractive design sarees and wonderful customer service which will culminate into a seamless brand experience. On the marketing front, the brand has planned to launch a digital film with Sonalee Kulkarni for their audience in Maharashtra, followed by other BTL and online promotional activities. The focus is to drive buzz on the digital medium because of the demand for Paithani sarees from the NRI community across different parts of the world. Apart from the store, they will also soon launch an E-comm site to make it more convenient for consumers, as their favorite brand will be just few click away.

This saree brand represents the rich Maharashtrian culture and celebrates the essence, beauty and elegance of womanhood. Their sarees have intricated and unique design pattern of Peacock, Nathani and handmade zari work, crafted by their own team of qualified Karigars. Considering the ongoing post -pandemic market trend and the upcoming festive season, the brand aims to sell nearly half a lakh saree over the next two quarters this year. In the long-term plan, they hope to foray into the global market and curate customized products for overseas consumers.

This is their first megastore in Nashik, while the manufacturing happens at their plant in Yeola, Nashik - Paithani Capital of India.
