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Radisson BLU Plaza, New Delhi

Parvati Fabrics all set to enter ethnic market with their new brainchild – Raisin Global







Raisin Global, a fashion trend setter in indo-western collection for women launches their all new autumn winter collection at Radisson BIU Plaza. This exhibition was hosted over a span of 3 days starting from the 28th of April till the 30th of April. Parvati fabrics was the brainchild of 2 brothers based out of Surat known as Vikash and Vishal over 20 years ago and since its inception, the brand has been performing incredulously well with it's fine mix of western wear and ethnic costumes . Raisin Global has been celebrated for its gorgeous lehengas and

saris amidst the rest. Since it's very inception the brand has been reimagining and shaping women's apparels to meet the demand of the ever changing trends of women fashion in the market today.

Raisin's line of products is very versatile and offers a perfect blend between ethnic traditionalism and contemporary modern culture. The brand caters to a women's audience across all palates, sensibilities and ethnicities. It adheres to costumes that are of the latest fashion and culture to benefit all choices and preferences of its target audience.

Raisin Global has been walking hand in hand with its parent company Parvati Fabrics to meet the desired goal of fashion, ethnicity and beauty in all its markets. With Bhumi Pednekar as the brand's brand ambassador, Raisin aims to attain an international participation in the world's fashion industry.

Being one of the premier players in the fashion industry, Raisin Global strives every minute to fulfill the growing demands of the apparels sought by women in their preferred target age group. **Vikash, CEO & Co Founder, Raisin Global,** addressed the celebratory congregation with the following, "*At the much awaited event of the autumn winter collection showcase, the brand takes a step forward to bring a new perspective in the women's fashion industry by bringing in a perfect blend of indo-western concepts and designs to ensure it caters to all sorts of audiences. Post pandemic, more women are now slowly stepping out of their homes for various get togethers and functions so now is the perfect time to reimagine the fashion market for them. Raisin Global stands united to offer you just that with an added zeal and design which no other contemporary player in the market can.*"