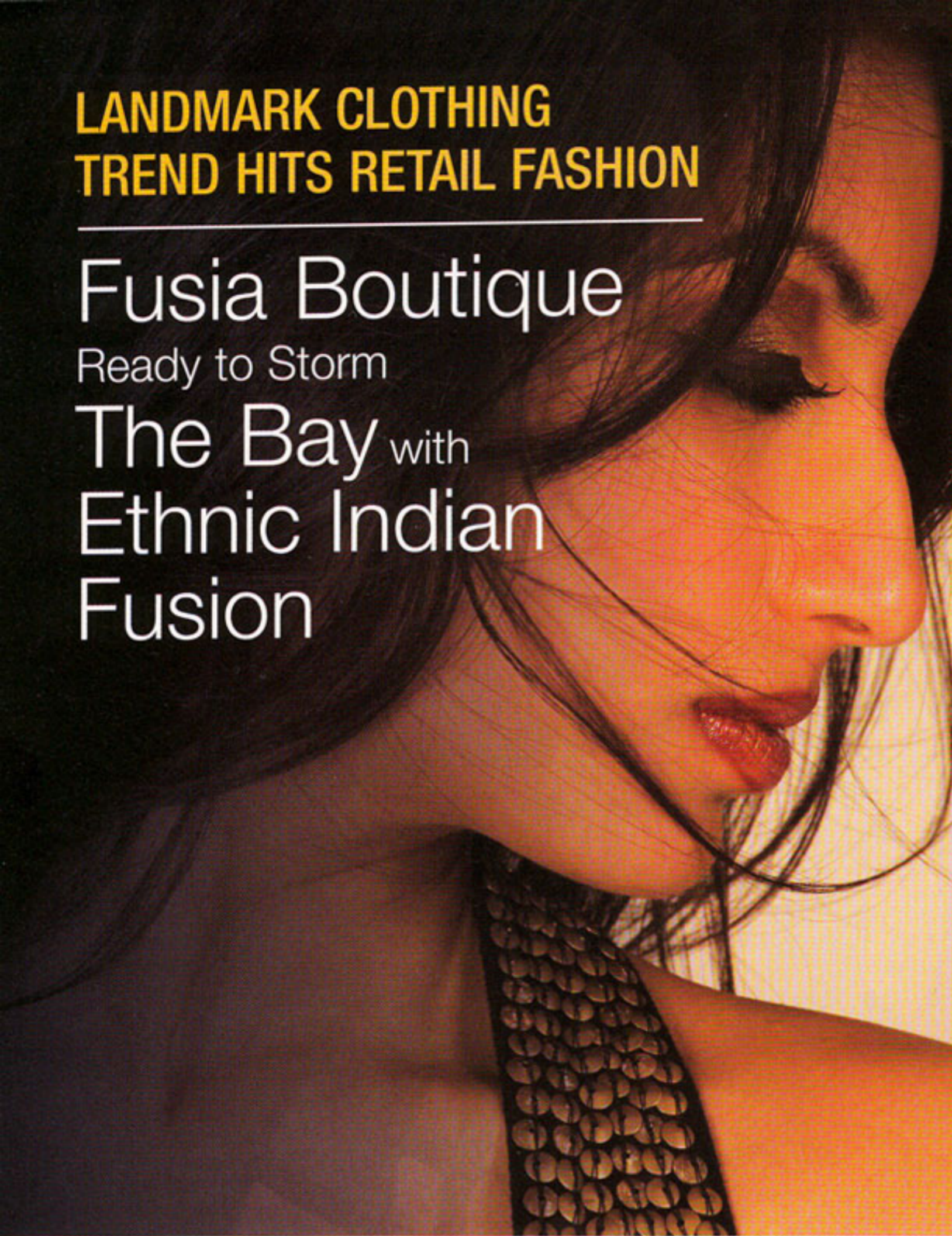


## LANDMARK CLOTHING TREND HITS RETAIL FASHION

# Fusia Boutique

Ready to Storm

## The Bay with Ethnic Indian Fusion



Is trendy, chic, racy fusion fashion your passion? Then FUSIA is your new place to be.

For the first time in Canada's retail history, the nation's largest department store retailer, Hudson's Bay Company, is welcoming the addition of an ethnic South Asian fusion boutique appropriately called FUSIA, at its flagship on Queen Street in Toronto. It will feature the launch of New York fashion designer Alia Khan's first retail collection in Canada and the premiere of ANOKHI's first ever fashion line. FUSIA will be a groundbreaking initiative infiltrating The Bay with its blend of innovative, contemporary South Asian/western designs.

Gillian Burns, national manager of new business development for HBC'S merchandising group, comments on The Bay's latest endeavour: "FUSIA boutique fits in with our localization strategy. Our goal is to have each of our stores reflect the needs and wants of the local community, while offering stylish brands and value that they have come to expect from The Bay."

FUSIA, an intricately designed boutique with a modern, ethnic feel, will be synonymous with "fusion" in the true sense of the word. "We see this as an opportunity to reach out to the South Asian community in the Greater Toronto Area, by introducing a new selection of products specifically for the South Asian community," adds Burns.

FUSIA will not only bring New York designer Alia Khan to a new

arena but will also be yet another unique expansion step for ANOKHI, which has established itself as the number one South Asian lifestyle magazine in North America; the fusing of the two is guaranteed to be a successful collaboration as, comments Burns, "Both ANOKHI and Alia Khan have brand recognition in the marketplace."

"The ANOKHI clothing line will represent who we are in western society," says Raj Girn, publisher and CEO of ANOKHI Magazine. "It's a collection for a real woman - an anokhi woman - who is attractive in her own skin and believes in who she is physically, mentally, spiritually, emotionally and intellectually."

Both the clothing lines at FUSIA will be designed by Alia Khan; yet, they will maintain a distinct difference breathing yet another fusion of sorts. Designer label Alia Khan's most sought after upscale and trendsetting mainstream collection will be more high-end, sophisticated and as Girn puts it, "the kind of clothes you would wear to a swanky dinner." Fusing well in contrast, the ANOKHI fashion line will be a versatile, hip, racy and fashion-forward collection geared towards today's trendy generation.

Thrilled to have the opportunity to design both lines, Alia Khan says, "It's such a blessing to have two lines that are so different and at the same time urgently needed in the Canadian market."

The FUSIA boutique will have a vast selection of modern women's wear from edgy fusion tops, unique bottoms, dramatically different dresses, chic jackets, exotic functional coordinating



# FUSIA

— BOUTIQUE —

accessories, such as jewelry and bags, along with hard-to-find home goods accented with updated styles and a touch of South Asian flair.

Talking about the appeal of both lines, Khan says, "ANOKHI is unique and thus the line is too. South Asians will identify with touches of the east in its embroideries, screen prints and embellishments and non South Asians will love the idea of wearing something different for a change but still feel comfortable in the western cuts and details. The Alia Khan collection features distinct pieces for the more upscale, trendsetter who loves to wear designer couture pieces where money isn't really an issue."

FUSIA boutique will also offer personalized services such as gift registry and personal one of a kind South Asian bridal consultation by the designer herself, offering everything from bridal gowns, groom attire to the entire bridal trousseau custom-tailored and designed for each individual bride-to-be. The stress-free and customer-oriented atmosphere of having everything offered under one roof will take the worries and hassle out of bridal shopping.

Positive about the success of this new retail fusion initiative, Fusia's visual merchandiser Femida Sidi says, "Everything South Asian has been a huge success in the last two to three years across all seasons. Last year it was sequins, and this year it will be metallic embellishments." Sidi, who has a passion for visual merchandizing, views everyday work as a theatrical production where the customer is the audience. "It is how you understand people and feel what they want and change that into a sale and an item in

their wardrobe," says Sidi.

All set to take The Bay fashion floor by storm, FUSIA boutique will open on May 2nd, on the third floor of The Bay's flagship location on Queen Street in Toronto.

### ALIA KHAN SHARES HIGHLIGHTS OF THE SPRING COLLECTION

For ANOKHI, expect to see screen print tees with Swarovski crystals, delicate embroideries and foil art. Look for trendsetting designs in shorts, capris with gold and silver pocket detailing, and tops with ethnic embellishments and western flair. Also keep an eye open for skirts in exotic eye-popping turquoise, green, salmon, and of course, Alia's favourite: black and white. In the Alia Khan line, expect to see lots of upscale, classic dresses with unique cuts and detailing, great tunics with updated embellishments, skirts and bottoms with flair and bridal consultations by appointment featuring Alia's signature fusion bridal gown, the Azara. On the whole, there is so much going on that every hard-to-please fashionista will find their niche at FUSIA.

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