



# THERE IS A GROWING INTEREST FOR FASHION IN SMALLER CITIES

Designer Riyaz Gangji talks about his brand and future plans

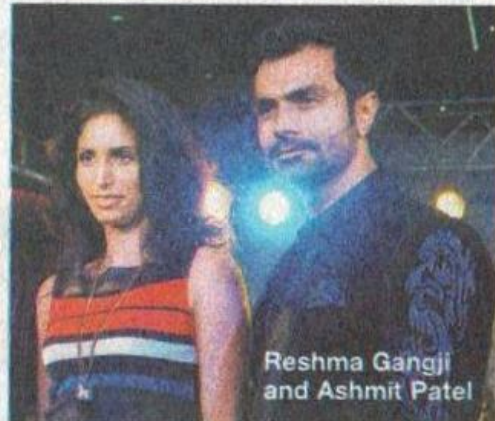
Divya Dutta and Riyaz Gangji

## How come a show of shoes and accessories in Thane at Korum Mall?

Thane has given us a rousing welcome. Ashmit Patel was our showstopper and was looking dapper. The crowd loved Imam Siddique as well. Having the show there connected the audience to our Knight N Gale England store in Korum Mall and the crowd loved it.

## Thane, Pune and Delhi — The Knight N Gale England and Libas stores are mushrooming all over...

We have six stores in Mumbai. Anywhere in the city, one can reach a Libas store in 10 minutes. It was time for us to grow and



Reshma Gangji and Ashmit Patel

## that is exactly what we have done. Libas shows happen across the country — what takes you to smaller cities?

There is a growing interest in smaller cities for fashion since they aren't exposed to it as much as people who live in larger metros. There is a huge demand for our shows in these cities from our bigger pocket clients. We are foraying into newer markets with our accessories lines. The garment lines will follow.

## A lot of actors are seen wearing your creations by Reshma and Riyaz Gangji. What is the secret of your popularity with stars?

Our staff is trained to attend to and make stars feel comfortable whenever we are not available to personally take care of them. That is one reason why we can cater to a lot of our star friends' requirements at any given time.

## We've noticed Libas Reshma Gangji coming up. Are you guys separating?

(Chuckles) We've been thinking of Reshma Gangji on board for some time. And now seemed like the perfect time.

## What's next on the agenda?

Our CEO, Prashant Trivedi, is looking to expand operations in Delhi, Pune, Dubai and Hyderabad.



A model in a Libas creation