



Alkheder Fashion

أزياء الخدر

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Business Overview



About Us

Alkheder Fashion, established in 2004 by owner Hanan Saeed, is a thriving women clothing shop that has established itself as a prominent player in the modern modest fashion industry. With 20 years of experience in the market, our boutique offers a curated selection of contemporary abayas, jalabiyas, and dresses that cater to the tastes and preferences of fashion-forward women who value both style and cultural heritage.

Our Vision

At Alkheder Fashion, our vision is to redefine modest fashion by seamlessly blending modern design elements with traditional aesthetics. We strive to empower women by providing them with fashionable choices that reflect their cultural identity.

Our Mission

Our mission is to be a trusted destination for women seeking stylish, high-quality abayas and jalabiyas that make a bold fashion statement.



Unique Selling Proposition

What sets Alkheder Fashion apart is our ability to combine modern design elements with traditional aesthetics, creating garments that are unique and exclusive. We prioritize the use of high-quality materials, intricate detailing, and innovative cuts to offer customers a truly exceptional collection.

The background features several abstract decorative elements. In the top left, there is a large, irregular gold shape with a small gold square inside. To its right is a gold-outlined, irregular shape containing the number '02'. Further right is another gold-outlined, irregular shape. In the bottom left, there is a thick black curved shape. In the bottom right, there are several thin, wavy black lines.

02

Product & Services



Product Line Overview

Alkheder Fashion offers a curated selection of abayas, jalabiyas, and dresses that cater to diverse tastes and preferences. Our collection includes a wide range of styles, colors, and designs, ensuring that customers can find garments that resonate with their individual fashion sensibilities.

Key Features & Benefits

Our garments are characterized by their high-quality craftsmanship, luxurious fabrics, and attention to detail. Each piece is designed to offer both comfort and style, allowing customers to feel confident and elegant.





Quality and Craftsmanship

At Alkheder Fashion, we prioritize quality in every aspect of our products. From sourcing the finest materials to employing skilled artisans, we ensure that our garments are crafted to the highest standards of excellence.

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03

Shop Locations



Saar



Hamad
Town



04

Marketing & Expansion Strategies



Online Presence and Social Media Strategy

Our online presence plays a crucial role in reaching and engaging with our target audience. We utilize social media platforms to showcase our latest collections, share fashion inspiration, and cultivate a community of loyal customers.



Participation in Fashion Events

Alkheder Fashion has been an active participant in numerous fashion events, both locally and internationally. By showcasing our latest designs on prestigious runways and exhibitions, we have gained exposure and recognition within the fashion industry.



Expansion Plans & Opportunities

Alkheder Fashion is exploring opportunities for expansion, both in terms of geographical reach and product offerings. We are actively considering potential brick-and-mortar store locations and expanding our product line to cater to evolving customer needs.



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