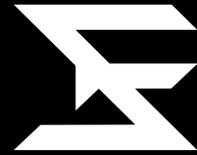


F A Z A R





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Fazar is a brand born from the ideologies of creating empowerment to both men and women by adorning an individual in high fashion, bold and unique design.

Fazar is a brand that is an extension of our own personalities, meant to inspire positivity, progressiveness and uncompromising style. Fazar was inadvertently introduced decades ago when my great grandmother picked up her first needle and thread, and over all this time, it's a skill that was developed and passed on from generation to generation. Now, Fazar being a family business, the three founding members decided to collaborate, utilizing the skills we possessed amongst us to create a brand that encompassed our vision. Today, the brand stands resolute in the ideology of empowerment, inspiring people today, to take back what was lost yesterday so that they can progress in the future, all by means of creating confidence through creative fashion design.





Fazar is an entity with culture, character and personality and it is our intention for the Fazar brand to be recognized as a champion of the people, where communities can be inspired through the brands creativity.

We live in a society that encourages freedom of expression and the ability to be your own unique individual, hence Fazar's brand culture is to provide quality service, an honest connection and empowerment to all by creating confidence in the individual wearing a design crafted by the brand.

The brand offers a unique, interactive experience in which the client plays a role in the design process by collaborating with the designers.

Fazar is aimed at focusing its efforts in creating a diverse range of custom designed clothing that complements the individuals personality just as much as their appearance.

Creating value add to our products and services is off tantamount importance to us and so, Fazar also offers the option of having your very own, personalized signature or initials embroidered into the inside panel of your suit breast pocket in the colour of your choice.

This exquisite personal touch is achieved by having the client sign his/ her name onto white paper which is then scanned, digitized in vector design software and then processed via an embroidery machine.

Not only does this feature promote a sense of exquisite personalized brand quality but it also provides an additional talking point to the wearer when being complimented upon.

We at Fazar believe in a philosophy that, if you look good, you'll feel great and when you feel amazing, that positive feeling is infectious and this in turn creates a paradigm shift in terms of the individuals mind set towards an overall positive outlook.

We live in an age of fashion that expects people to be unique and what better way to express this than to be yourself using fashion as a form of creative expression.

Our intention is to provide the client with a personalized boutique experience when purchasing either an investment piece to their current wardrobe or an overall fashion upgrade designed conveniently to the client's budget. This provides the client with a unique handcrafted item designed exclusively to that individual's body measurements and personality.

The brand offers custom designed, tailored, men and women's suiting, high fashion couture, wedding gowns, prom dresses, middle eastern wear, african shwe shwe designs and most recently, an adorable toddler range.

At Fazar we also provide the option of having to create your very own custom designed formal shirting for both sexes as well as an in-house alteration service to all items of clothing.

Sometimes an alteration or a simple upgrade to one's item of clothing is all that is required to enhance its overall appearance and that too is a service provided to the community by the Fazar brand.

Fazar understands exclusivity hence basing our business model upon our bespoke services offering. We at Fazar offer a unique, interactive experience in which the client plays a role in sharing their concepts so that our designers can, through their skills and vision offer our clients a fresh, exclusive and unique outcome every time. Design is harnessing the individuality in us all and creating something bold and unique so as to express that brilliance that emanates from those that crave the exceptional. Fazar invites you, to it's design brilliance.

STEP 01

Call or visit us at our boutique (83 Michelle Avenue, Randhart, Alberton, Johannesburg) and speak directly to one of our friendly designers on making an appointment.

STEP 02

An exciting step in our journey together where both, designer and you, share your ideas and creativity towards the overall conceptualised design. During the first consultation measurements of your unique body type will be taken, documented and saved along with our expert guidance in educating you, on the various textiles, cuts, trends and swatches leading up to a conceptual look and feel.

STEP 03

A date and time agreed upon by both designer and client will be scheduled, in which we will accompany you to our various textile suppliers so that the perfect materials can be chosen by both designer and you, based on the first consultations concept for a lavish outcome.

STEP 04

After all materials have been purchased on our day out, the designers will begin the crafting process which on average takes about 7 to 10 working days per a garment, leading up to the first fitting in which tweaks to the clothing and adjustments to the measurements can be made.

STEP 05

Throughout our journey together, we will strive to ensure that once the order is finally completed, that not only will you step out feeling confident and empowered in your new garment but you will most certainly also have an interesting story to tell everytime you're complemented upon. A story of how Fazar's designers and you, collaborated throughout the design process and how it all began with a single thought, an idea which evolved into something amazing!





Understanding and interpreting our clients needs are of tantamount importance, especially when the design holds such significance for the happy couple. Every effort is made to make the process of designing a wedding gown, an experience for the bride to remember.

Weddings are a time of bonding, not just the love between the revered couple, but also between two families, which is why Fazar caters to the design needs of the entire family, be it the parents of the bride and groom or the best men and brides maids, Fazar does it all!

Auspicious to say the least. Fazar designers immerse themselves into creating only the most sentimental of designs for the wedding gown, sharing in the glamour, laughter, tears of joy and the heartwarming "I do's" ...



BESPOKE

In a world dominated by the insurmountable pressures of society and the ever rising trends in the fashion industry it is only befitting that the modern man, meticulous in nature and groomed in appearance should be represented under the Fazar brand.

A brand that empowers and strives to provide uniqueness, elegance and design to an individuals fashion and is now apart of our mens collection.



Defying the individuals image is a key element to personifying the wearers confident personality through the design.



Fazar acknowledges the vast spectrum of fashion design globally, based on cultural, trending or seasonal fashion motives and has recently launched a collection of middle eastern wear (abaya's). Creating sustainability through diversifying our target market is one of Fazar's core attributes hence the decision was made to cater to South Africa's expanding Islamic market. Adults and children alike are able to choose from a wide variety of stunning abaya's, scarves and accessories to adorn themselves for any occasion.

Engaging various target markets through diversity ensures that the brands creativity and inspiration is exposed to a broad spectrum of successful individuals.



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 www.fazarcouture.com

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