

Pookaari Launches Curated E-tail for Fashion Accessories Shoppers

The startup platform www.Pookaari.com aims to work with different designers from all over India, curate and showcase their fashion accessories from classic to edgy

Coimbatore, Tamil Nadu, November 6, 2014 /India PRwire/ -- There is good news for the fashion accessories designers and style shoppers. Pookaari.com today announced the launch of a dedicated e-tailing platform to showcase Hi-End fashion accessories designer's exclusive new collections.

Blogging and other forms of social media are highlighting the emergence of new designers and their creations, but where does the shoppers go and shop for their favorite accessories? Since many of them do not have a dedicated fashion accessories store, it becomes increasingly challenging for shoppers to buy them. Pookaari.com is designed to solve this very challenge, style shoppers can now binge on fresh stock of fashion accessories from renowned designers and shop at ease from home.

ShriVyshnavi Annush says "As a fashion accessories shopper, I realized that there is a dearth of access to curated handpicked, exclusive fashion accessories available all in one place in most cities. Pookaari.com was born, when this was strongly echoed by many of my friends in my business and social network who were ardent accessories shoppers".

The distinctive feature of Pookaari.com is that, every week shoppers will discover fresh fashion accessories from different designers. Most products are exclusively sold at Pookaari.com and it is rare to find the collections elsewhere. If a shopper misses out on a particular designer's collections during the week of display, chances are that they will not find the same product in Pookaari and in all probability anywhere else.

"In fact, most multi designer stores today only display about 20 to 30% accessories as part of their inventory with a primary focus on clothes. The opportunity to fill this e-tailing gap was in waiting, especially for a broad array of style accessories from classic to edgy that brings freshness every week from different hi-end fashion accessories designers", adds **Shri Vyshnavi Annush**.

Currently Raya and Malleka are the two well know accessories designers have signed up with Pookaari.com. Raya and Malleka are widely sported by Bollywood celebrities. Raya has been worn by Shilpa Shetty, Twinkle Khanna and Katrina Kaif. Malleka's cuff has been seen on the style diva Sonam Kapoor.

Pookaari.com will features Jewellery, Bags, Scarves/Stoles I pad sleeves, umbrellas and many more. For jewellery - Raya, Mayabazaar, Bbling, Deepa Sethi, Malleka are listed as of now. Bags - Studio Kassa, Joli, Karieshma Sarnaa. Some of the products are designed by **ShriVyshnavi Annush** herself like Ipad sleeves.

There is tremendous enthusiasm with designers across the world with whom we introduced the beta version and we expect a number of labels to come on board soon. Each designer's product will be accompanied with their genuine packaging. Pookaari.com will have fashion accessories ranging from 1000 to 15000 INR.

Going forward we intend to incentivize the shoppers by offering frequent shoppers special privileges like sneak peeks into previews of the upcoming collections and designers that are going to be showcased every following week. The first time shoppers are part of Pookaari's privileged club that allows first access to previews.

Notes to Editor

About Pookaari.com

Pookaari.com is a startup founded by **ShriVyshnavi Annush**, a passionate fashion and design enthusiast. The startup aims to work with Hi-End Fashion Accessories designers across India, to curate and showcase exclusive handpicked collections ranging from classic to edgy styles for the online shoppers community. ShriVyshnavi Annush hails from one of the oldest established business families in South of India with interests in many verticals of businesses from Textiles, Real Estate Development to Boutique Private Equity Investments.

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