**HAYA:**

Haya was introduced as a versatile high-street wardrobe solution in 2010 for young, inspirational, and free-spirited girls willing to make a difference. The gap was identified by HKB, the parent company when there was not much being offered in pret category. Our team’s creativity and dedication since 2010 has helped the brand grow in terms of the number of stores and product categories. The brand that started off with selling pret alone is now offering various product lines including unstitched and fashion accessories.   
  
We present ourselves as a brand for the masses because our perception revolves around the fact that fashion is for all. Each product category offers outfits that are chic yet practical, topped with trendsetting silhouettes. With quirky designs and catchy color palettes, we strive to inspire young girls to maintain positive self-expression and fear none while following the latest trends.   
  
Haya now has a strong presence online and in the brick and mortar section. We aim to continue growing by bringing in innovative ideas and creating a happy shopping experience for everyone.