

Ethnic brand House of Mist set to Debut in India on the Fashion Station

Famous for traditional pure Lawn Salwar Suits and designer Lehengas , the house of Mist has unique range of designer salwar kameez styles for every occasion.



Noida, Uttar Pradesh Feb 4, 2023 ([Issuewire.com](https://www.issuewire.com)) - The Fashion Station, India's premium and original designer salwar suits store has a tie-up for distribution of the Famous ethnic brand - the House of Mist - Women's Salwar Suits Brand on its online website, www.thefashionstation.in

Founded in 2015, The Fashion Station is India's leading online fashion platform for authentic and designer Indian and Pakistani suits.

Right from the outset, The Fashion Station has been reimagining the fashion market. "We have never been afraid to take risks, on the contrary, with our free delivery and our easy return policy, we have set new standards in service.", says Syed Zaidi, Founder of The Fashion Station.

"For us, the customer is the focus of our mindset and actions. The Fashion Station website is the core of our platform. This is where customers can find exactly the suits they are looking for: traditional suits, festival suits, to exclusive Designer Suits, nobody leaves our site with an empty shopping cart.", says Saba Zaidi, Co-founder.

"The House of Mist is one of the most premium quality luxury brands." Says Ms. Saba, Creative Director at the Fashion Station.

House of Mist is coming up with its latest premium range of Collections including the Spring Summer Lawn, the Eid Collection, and the party collection. There are over 500+ designer styles coming up in 2023 from the Low range to the High-Quality range.

Adorned on the premium organza canvas. Trims accessories for every garment. Ornamentation of attractive lace, fancy handmade tassels, glass crystal, fancy pearl, and shining sequin energizes and emphasizes this collection. Love wearing your designer as we loved creating them.

Every product you buy from this collection – will be delicate and Unique with beautiful prints and embroidery all over.

The Fashion Station will also be launching the new Festive Velvet Collection for EID and the Upcoming Wedding Season.

Their upcoming collections will be available at a pocket-friendly price on <https://www.thefashionstation.in/>

Regarding the Fashion Station, we want to tell our readers that the Fashion Station is the one-stop destination to shop for Original and Branded designer Salwar Suits from Global leading brands, especially – Lawn Dresses – Lawn is a form of the purest form of cotton – perfect for summers. The customers get Cash on Delivery, Free Shipping, and offer easy returns.

With tremendous passion and a strong business sense, in just a few years The Fashion Station has transformed what started out in 2015 as a startup online shop into India's leading online fashion destination for Indian and Pakistani Suits. Today, The Fashion Station has more than 1 million satisfied customers from all over the world.

"We plan to build the infrastructure that brings together a variety of designers and brands in the growing market for fashion, and therefore create a whole new ecosystem that connects customers, brands, and partners." Says Ms. Saba.

"This is all made possible thanks to our strong expertise in the fields of fashion, technology, and convenience, which allows us to offer our customers an unlimited range and convenient services designed to suit their requirements. This is how we reimagine fashion." Says Ms. Saba.

The Indian and Pakistani Suit fashion market is one of the largest and most attractive global consumer markets. The industry is experiencing radical change thanks to digitization. New technologies connect all participants in the fashion ecosystem – customers, brands, retailers, manufacturers, stylists, content providers such as influencers, logistics companies, or service providers – and open new channels for consuming, producing, and doing business. The team at The Fashion Station sees major potential for growth in this market and their association with House of Mist will help them provide the best in fashion when it comes to Indian and Pakistani Suits.

The Fashion Station is in express expansion mode and planning to open 10+ stores all over the country. Creative director and co-founder Saba said that " we have got over 500 + applications for opening franchises all over India, but we are examining each application thoroughly and will take a decision after checking all basics before opening a franchise". So, very soon the customers will be able to shop using off-line modes via the Showroom of the Fashion Station.



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Source : THE FASHION STATION

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