

The Fashion Generation signed technology partnership with Digits DNA FZE



Bahraich, Uttar Pradesh Apr 13, 2025 ([Issuewire.com](https://www.issuewire.com)) - The Fashion Generation, a leading women's clothing store in India, is proud to announce the signing of a technology partnership with Digits DNA FZE, a UAE-based digital marketing agency. Digits DNA FZE will provide technology solutions and services to enhance the online presence of thefashiongen.com, such as website development and maintenance, e-commerce solutions, data analytics, and digital marketing services.

The Fashion Generation CEO (Rubi Khan) has shown great confidence in Digits DNA FZE as its technology partner. "Rubi Khan" said that we are very optimistic about the digital marketing services provided by our technology partner, and we look forward to a healthy and fruitful relationship.

She also added that [Digits DNA FZE](https://www.digitsdna.com) is among the leading digital marketing agencies in UAE, with expertise in SEO, Social Media Marketing, E-commerce, and mobile Application Development. Their expertise will bring us great results.

This collaboration will help The Fashion Generation to strengthen its online presence, improve its technological infrastructure, and potentially enhance the customer experience for buying Pakistani suits online. Digits DNA FZE, as a technology partner based in the UAE, could provide valuable expertise and resources to achieve these goals.

Digits DNA FZE will provide technology to improve The Fashion Generation's online store. This includes website development, user interface/user experience (UI/UX) improvements, mobile app development, or enhanced e-commerce functionalities.

The partnership will also involve Digits DNA FZE offering digital marketing tools or services to boost The Fashion Generation's online presence and sales. This includes Search Engine Optimization, Social Media Marketing, and data analytics for marketing or advertising technology.



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