



# Casa Pop by Raseel Gujral Ansal from Delhi opens it's doors in Mumbai



Raseel Gujral Ansal for Casa Paradox, the celebrated brand in the world of design and innovation, for the first time unveils an exclusive fashion line, *Casa POP Fashions* at the Ambience Mall, Vasant Kunj, New Delhi. The all-new showcase from the House of Casa is a composition of design innovations by Raseel Gujral Ansal herself. This one-of-a-kind fashion concept presents a range of limited edition apparel, jewelry and accessory pieces that ferment the brand's legacy in vivacious glamour whilst ensuring it caters to all consumer segments.

Sparking a multitude of creative advancement, Raseel Gujral Ansal presents design collaborations with Mynah, Swati Uberoi and Dabiri to present an array of fashion apparel comprising embroidered and Swarovski encrusted stoles, palazzos, silk pashminas and embroidered t-shirts along with exquisitely designed blankets and coordinated hot water bottles, bedspreads, discerningly elegant cord phones and ceramic stools. Partnering with the philanthropic initiative of Princess Diya Kumari of Jaipur and jeweled marvels of Ravi jewels, Casa Pop Fashion also introduces intricately crafted pankhis, thal posh's, shingaar accessories as well as exquisite jewelry pieces.

Casa Pop Fashion with its all-embracing personality, carrying an unparalleled design catalog of pocket squares, cufflinks, sherwani and kurta buttons for men as well as tunics, ganji's, shararas, potlis for women, is aimed to appeal to the young, trendy, vibrant urban consumer from the age of 18 to beyond.

Supplementing the variety, Casa Pop Fashion encompasses a distinctively designed array of luggage pieces by Avocado titled '*Daj and Waari*' and will soon embrace exquisitely crafted crockery. The brand's unique concept will be fulfilled via a dedicated showroom, alongside its own e-retail channel for the intriguing online shoppers. Besides a variety of bespoke in-house collection, Casa Pop Fashion houses an eclectic mix of design collaborations with revered brands including Namrata Kumar, Amethyst, Takshila, Saffron and Tiatro among others.

Products seen in pictures are all Available at - Casa Pop - 12, Raghuvanshi Mills, Lower Parel

Online: [www.casa-pop.com](http://www.casa-pop.com)