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COVER STORY

CITY BUSINESS DONATES TO CANCER



MAJOR ACHIEVEMENTS IN 37 YEARS AS THE COUNTRY CELEBRATES NATIONAL DAY



Lina had to watch her closest friend suffer from breast cancer. This is her heart-wrenching story when she was at her side supporting her friend throughout the painful ordeal



Local investors and businessmen are cautious about the current state of affairs in Pakistan but they remain confident that the smoke screen will lift after the political turmoils pass



Saibal Basu, General Manager of Landmark Group shares his personal life and his aspirations to City Business magazine



Mrunal Khimji, opens a new fashion outlet in town but her objective is to bridge the gap between Omani and Indian cultures



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Truly Artistic

Mrunal Khimji, opens a new fashion outlet in town but her objective is to bridge the gap between Oman and India to bring the two ancient cultures together through her collections.



Please give us your educational background and previous work experience

I studied fashion from the Institute of Technology, New York. I have done my High School from the Institute LA ROSEY in Switzerland. I used to work for a company called Rosey Blue as the jewellery designer. I also worked from home designing garments which later on became my business. Then I got married and moved over to Oman.

What inspired you to open this business?

I initially got inspired from my home to do exhibitions and promotions to design clothes. I always wanted to design something for people to enhance their beauty. I have seen that there are not many places in Oman to shop for quality. People here are lovely and have got good taste and the men are quite generous and they always love to take their wives out shopping. That is the reason why I am starting Mrunal's, to provide quality designs.

How supportive is your family in your business?

Without my family I wouldn't have been at the place I am now. But most of all I am thankful to my spiritual master Shri Shri Ravi Shanker who has always supported me in every possible way. My husband, my in-laws and the rest of the family have supported me in every bit of my journey. All my staff have very quickly learnt my style of working and support me in every way they can. Every bit counts. The list is countless.

What theme is your collection based on?

My collection is a mixture of eastern and western designs. Mrunal's is full of homely atmosphere. From party wear to simple and casual wear. We have everything for everyone. It is like a one stop shop for everyone. We want everyone to feel at home and to provide the BEST to everyone.

What is your business target?

Nobody is my target. Frankly speaking, it is not in my nature. I enjoy designing. My country has resources and I should utilize them to enhance the local beauty. Oman itself is a very lovely country and we are thankful to His Majesty Sultan Qaboos. People here in Oman are very humble and generous so we should avail every opportunity to help them.

What's the response so far to your collection?

It's just great. There is something for everybody. I just can't stop thanking my family. I myself was quite shocked to see the response but it all went great and everyone just loved it.

How do you plan to promote your business?

I think in Oman no one needs promotion. Everybody knows everybody. People help you promote your business since everyone loves to spread the word about what's new in town.

What will be the perfect dress to design and have you achieved it?

Nothing is perfect but there is something for everyone. I am satisfied with my collection. Of course, I did achieve what I have dreamt of. As they say hard work and the right spirit is the key to success. Sometimes, mistakes turn out to be good.

Is your collection bridging the gap between Indian and local designers?

Yes they do. We have everything at Mrunal's. From modern Jalabiyas to latest Indian stock. India and Oman share a long history and if I have the tool to enhance such relation, then why not use it?

If you have an opportunity to design for a celebrity, who that will be?

His Holiness Shri Shri Ravi SHanker. He is my celebrity and I would love to design something for him.



Designer dreams

If you have been longing to get your hands on a gorgeous Indian lehanga or ornate saree or a funky tunic with ethnic touches, then there's some great news. Well-known designer Mrunal Khimji will open her first boutique in Muscat on September 25.

The boutique will be a first-of-its-kind as it will stock everything from garments to shoes and handbags. A one-stop shop, Mrunal's will feature the latest designs in lehengas, sabwar kurtas, dress materials, tunics, tops, skirts, embroidered bags, belts and footwear. The store will be located in Qurum, opposite the new Ernst and Young building.