

ZEE FASHIONS & FABRICS.

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ZEE FASHIONS AND FABRICS EMERGED THREE DECADES AGO UNDER THE VISIONARY LEADERSHIP OF ZAINAB CHAMBAS, WHO BEGAN HER SEWING BUSINESS SPECIALISING IN ALTERATIONS, AND CRAFTING EXQUISITE AFRICAN GARMENTS.

Zainab said: "Since our relocation to the Old High Street in December 2014, I have overseen a remarkable transformation of our enterprise into a sophisticated haberdashery. Now, we proudly present an extensive array of fabrics, haberdashery, and accessories, complemented by our comprehensive bespoke dressmaking service. I orchestrate the creation of tailor-made outfits for diverse occasions, seamlessly navigating the journey from conceptual design to meticulous production.



"Reflecting on my choice to establish my business in the Old High Street, I am delighted with the vibrant locale. The area's character aligns perfectly with the ethos of my business. Contrary to my initial considerations of the Pentagon Shopping Centre in Chatham, the Intra has proven to be an enduring choice.

"Over the past nine years, I have witnessed the perpetual vitality of the Intra, a stark contrast to the diminishing activity observed in other high streets during the evening hours.

"I regard the Intra area, strategically nestled between Rochester and Chatham, as the gravitational centre of Medway's allure. The area consistently hosts a plethora of activities and events, ensuring a continuous influx of potential patrons. The transformative journey of the Intra in recent years is evident, marked by positive changes that have enhanced the area's reputation.

"I note the impact of the increased marketing efforts for the Intra during the HSHAZ programme, which has resulted in heightened awareness among customers who now navigate the area with ease, eliminating the need for detailed directions to our establishment.

"The surge in popularity of the Intra is mirrored in Zee Fashions and Fabrics' financial success, evidenced by a notable increase in revenue over the past 12 months. I attribute the Old High Street's strengths to its convenient parking facilities, a valuable amenity that facilitates a seamless customer experience.

"The ability to drive up to the storefront and park directly outside is particularly advantageous for clients seeking a hassle-free shopping experience, whether dropping off garments for alterations or stopping by for a swift fitting.

"What sets our enterprise apart is its distinctive selection of items, many of which are usually only available to London or online retailers. I take pride in offering customers a unique shopping experience, capitalising on the character of the Old High Street and the abundance of independent businesses. The Intra's distinctive atmosphere fosters a sense of discovery, allowing patrons to uncover hidden gems that might elude them elsewhere.



"I hope that new shops will open, introducing novel offerings to the area and expanding the variety of items available for purchase, ultimately contributing to a more bustling High Street.

"I acknowledge the cohesive community spirit prevailing within Intra, complemented by a constant whirlwind of events and activities on the High Street. This dynamic and welcoming atmosphere has been instrumental in the flourishing journey of Zee Fashions and Fabrics, embodying the synergy between our enterprise and its thriving surroundings."

