



HIGH END FASHION BRANDS FROM PAKISTAN





For any queries or feedback regarding this publication, please contact:

Saeed A. Tamimi
Product Officer (Fashion)
Cell: + 92 300 9247514
Email: Saeed.Tamimi@tdap.gov.pk

ROLE OF TDAP TO SUPPORT FASHION INDUSTRY

The Trade Development Authority of Pakistan (TDAP) organizes an annual trade show i.e. 'Expo Pakistan', where discerning buyers, international celebrities and global media are invited to Pakistan and observe for themselves the state of the art achievements by the country in terms of its export industry and niche lifestyle products, and negotiate trade arrangements with their business counterparts. On the sidelines of Expo, TDAP in collaboration of fashion councils in Pakistan organizes mega fashion weeks, live presentations, window dressings, composite displays etc. to experience the true flair of Pakistani products and rich culture. Since its inception, TDAP has been facilitating and promoting fashion designers of value added garments. TDAP's main focus is to assist the designer industry to meet requirements of local & international markets and encouraging following the latest trends and seasonal fashion forecasts for their products. For this, TDAP also collaborates with prominent international fashion councils, agencies, consultants and invite their expertise & guidance to enhance the strengths of the industry. Similarly it regularly conducts various exhibitions, fashion weeks, training programs across the country and globally that certainly gives a platform to flourish and make way to the high-end global fashion scenes. When it comes to the premium fashion fused with traditional motifs & cuts, Pakistan has a lot to offer to the international fashion markets, TDAP has however managed to showcase the rich craftsmanship of Pakistan globally and supported Pakistani brands to present their masterpieces on the world's prestigious runways like Milan Fashion Week, Paris Couture Week, Miami Fashion Week, Prêt a Porter-Paris, London Fashion Week, Lifestyle Pakistan, New Delhi, Copenhagen Fashion Week etc., bringing and engaging clients and buyers to endure the classy fashion of Pakistan.



When it comes to Pakistani fashion, it's been incredible seeing designers working to make sure we embrace modern tones, while clasp onto our cultural pride. So, when it comes to bridal Couture/Luxury Pret, what has materialized is a stunning combination of cultural ambiance and inspired modern femininity

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BUNTO KAZMI

Perhaps the oldest yet most sought-after designer in the history of Pakistan, Bunto Kazmi has been three decades in the making. Without fail, her label continues to stand out having been established as the reigning hallmark for being the absolute best; marking her the “Vera Wang of the East”.

[See more>>](#)



ÉLAN

ELAN

Khadijah Shah birthed her signatory label ÉLAN as an extension of a small atelier being run by her mother, where she initiated as an aspiring designer in her formative years. The expansive vision undertook by Khadijah notably thrives in the detailed and elaborate embellishments, embroidery and motifs she curates for every bridal occasion. In Pakistan, if you think luxury designer wear, you automatically revert to ÉLAN ensembles whose reputation precedes them.

[See more>>](#)



Amir Adnan
EST. 1990

AMIR ADNAN

The leading menswear fashion house is recognized for its revival of the ‘sherwani’, and for being Pakistan’s first international menswear brand. FnkAsia, another brand under the label of AmirAdnan boasts a flagship store in the USA.

[See more>>](#)



FARAH TALIB AZIZ

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Farah Talib Aziz is a designer who, through the introduction of intricate effeminate and light bridal wear, has quickly emerged as one of Pakistan's leading designers. With a background in textiles, Farah retains expertise and training in tailoring, a passion she took ten steps further by expanding on her unique perspective on bridal fashion. This Karachi-based designer prefers to play with pastel or softer tones that resonate with the summer/spring vibe, setting her apart from the traditional bold and congenial bridal looks.

[See more>>](#)



ZARA SHAHJAHAN



ZARA SHAHJAHAN

Reflecting Pakistan's culture Zara Shahjahan has proven herself to bring out some of the most unique designs into the fashion industry, her distinctive tones and motifs create a unique and exquisite charm for the local and international customers. The brand has created a lot of hype when it comes to women fashion clothing. At the core of their brand lies a strong focus on fashion that is chic, feminine, and more importantly, very wearable, making them one of the Premium clothing/lifestyle brand in Pakistan with the widest product range and the largest, structured and rapidly growing retail presence in Pakistan- with over 7 stores and others opening soon.

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VOILE

VOILE

Voile is a newly launched brand which made its space in 2018, bringing out the ethnical side of Pakistan and ethnical techniques of Hand-woven, Hand-embroidery and Block prints which is the trademark of local Pakistani artisans. The art of Intricate Hand-weave has been passed on to generations of these Artisans, these people migrated from the Banaras region of Indian Sub-Continent during the separation and Independence of the nation. These handful of artisans began working in the area of Orangi Town, Karachi as a community called “Jolaha” creating some incredible artistic designs which are only possible in hand-weave. Due to their low population this art has suffered to an extent that this art is now entered the level of extinction. Therefore, Voile launched its sub-category named “Jolaha” only to give tribute to these unsung artists and giving them hope to continue teaching their art in their generations.

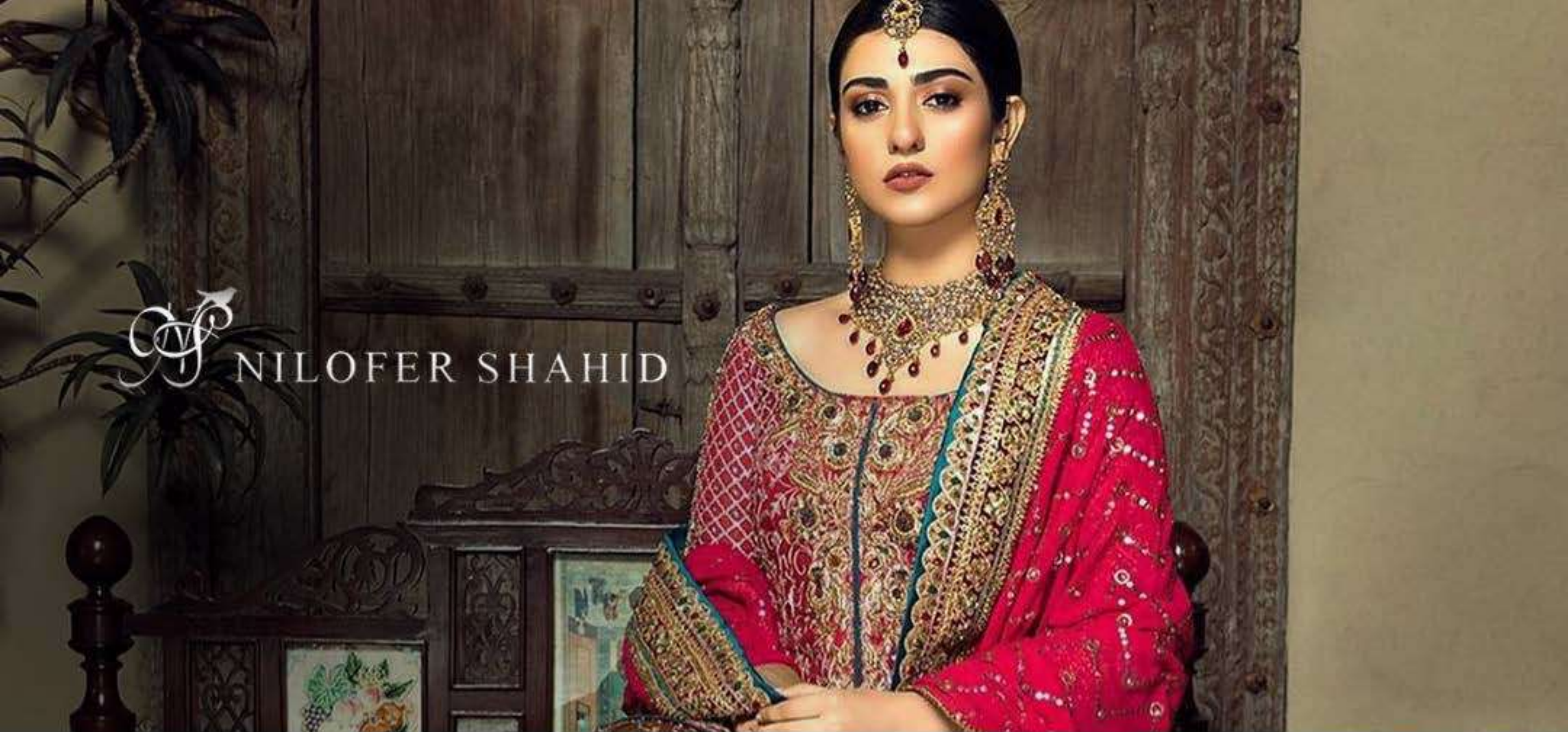
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J. JUNAID JAMSHED

While many celebrities now own various brands in the Pakistani market or endorse a plethora of products, one of the pioneers of creating their own brand and making it into a revolutionary name was the late Junaid Jamshed back in 2002. Establishing his brand J., the former musician proved that his ideals and the right business tactics could create one of Pakistan's biggest fashion brands. The brand started its journey through its first store on Tariq Road, Karachi where it catered only to menswear, and soon it earned new heights of success as it forayed into womenswear, kids wear, accessories and beauty products, becoming one of Pakistan's most premier brands.

[See more>>](#)



MEERAS BY NILOFER SHAHID

Nilofer Shahid is one of the ambassadors of Pakistan when it comes to high-end fashion industry, Nilofer showcases her products as the rich culture and heritage-oriented Couture/Luxury Pret which dignifies and self-elaborates the rich history and culture of the Indo-Subcontinent Nilofer Shahid has been acclaimed and honoured extensively, locally and internationally. In 2013, the French Government honoured Nilofer by conferring on her their highest civilian award, 'Grade de Chevalier' in the Order of Arts & Letters, in recognition of her major contributions towards Art and Culture . She is the only Pakistani designer to have been knighted.

[See more>>](#)



SANA SAFINAZ

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Doing what was possibly unheard of three decades ago, Sana Hashwani and Safinaz Muneer changed the face of fashion retail in the country by introducing their brand, Sana Safinaz in 1989. The rest, as they say, has truly been history – but an iconic one at that. The dynamic duo started their own textile revolution and started creating a mix of Couture/Luxury Pret and prêt for their niche market, and then eventually taking it nationwide by creating affordable fashion for the masses. Today, Sana Safinaz can undoubtedly call themselves the mavens to one of the only premier luxury retailers in Pakistan who offer elegant ready to wear ensembles and fabrics, which cater to the modern Pakistani woman.

[See more>>](#)



MISHA
LAKHANI

MISHA LAKHANI

Misha Lakhani is a modern, ethnical and luxury fashion brand that partners with various artisans to incorporate exquisitely handcrafted details and unexpected fabric techniques into our collections. Expect an eclectic mix of old crafts and modern ideas. Launched in August 2012, the range includes Couture/Luxury Pret, ready-to-wear and accessories.

[See more>>](#)



MARIA.B.

MARIA.B

Maria.B started in 1999 with one retail outlet and a small stitching unit where Maria's sole focus was to provide ready to wear fashion that reflected an elegant fusion of east and west. Today MARIA.B. is Pakistan's most diverse designer fashion brand with prêt a porter, Couture/Luxury Pret, formal wear, lawn, embroidered fabrics, linen and cottons all within one affordable label while boasting an extensive retail network with 25 outlets comprising of both standalone outlets and mall outlets in 12 different cities across the country, while also exporting to international destinations including India, UK, USA, Bangladesh, UAE and Qatar.

[See more>>](#)



ALI XEESHAN

ALI XEESHAN

With the Royal and bold, trendy and classy, cliché and innovative styles, the brand Ali Xeeshan made his place in fashion industry in a very short span of time. One surely cannot overlook his Punjabi heritage inspired designs. The bridal range of the brand mostly circles around the ethnic background of Pakistanis. Farshi lehngas, heavy embellishment and use of antique accessories give the Ali Xeehan brides a Mughal and traditional look.

[See more>>](#)



nomi ansari

NOMI ANSARI

Nomi Ansari is one of the finest and pre-eminent designer brands of Pakistan's fashion industry. The brand got immense appreciation and acceptance internationally. It has multiple varieties of clothing lines including Pret, Haute couture, Nomi Ansari Lawn, Children's Line, etc. The Pret line of clothing is termed as "DNA" while the children's clothing line is called, "Bubbles". Like every other designer brand, Nomi Ansar follows the theme while designing his clothes. The brand always comes with something unique and worth trying.

[See more>>](#)



shehla

SHEHLA CHATOOR

The soul and signature of the Shehla Chatoor brand has always lain in its time-honored craftsmanship and the creation of timeless handcrafted pieces that has remained unchanged for over two decades. The Shehla Chatoor design ethos is based on the philosophy of reconstructing vintage art forms to create eternally relevant pieces steeped in culture and heritage. The Bridal artisanal pieces are composed of rich detailed hand embroidery offset by carefully crafted silhouettes.

[See more>>](#)



Ismail Farid

ISMAIL FARID

A well-established designer label initiated in 2005 and since then has become one of the leading menswear designer labels in Pakistan. Specially the bespoke european suits are meticulously handcrafted, using the most luxurious fabrics, with the finest cuts and design details. It's high-end European Suiting has gained the brand immense appreciation internationally as well.

[See more>>](#)



KHAADI

One of the biggest entrepreneurial success stories we have in Pakistan is Khaadi, and in the 21 years of its existence, it has revolutionized how we look at traditional cloth weaving and how that can be turned into a leading fashion trend. Established in 1998 by Founder & Chief Executive Officer, Shamoon Sultan, Khaadi launched “Khaadi Khas” as one of their high-end luxury fashion category, the brand has made it itself a global icon with 52 stores in Pakistan and 21 stores in the UK, UAE, Qatar, and Bahrain, combined.

[See more>>](#)



SAPPHIRE

SAPPHIRE

Sapphire is a Pakistani high-street clothing retailer which sells ready-to-wear, unstitched and haute couture. Since its entry into the retail industry in December 2014, Sapphire has established itself as a high-quality fast-fashion label in clothing and accessories in a short span of six years. The quality of fabrics, materials, and originality in style and design has made Sapphire one of the most acclaimed household names among fashion brands.

[See more>>](#)

Outfitters



OUTFITTERS

Established in 2003, Outfitters is one of the most famous fashion brands in Pakistan which caters to streetwear style for the youth that centers comfortable, casual pieces like T-shirts, Denim Jeans, Casual Shirts, Jackets, Hoodies etc for both Men and Women. Outfitter's product range also includes a wide array of footwear, accessories and fragrances, making it a one-stop high-street destination for all western wear.

[See more>>](#)



SANIA MASKATIYA

The Sania Maskatiya brand is best known for their versatile, specialised prints, textile design based on pure fabrics, unique colours, and fine craftsmanship. The fashion label employs its own in-house printing, embroidery and stitching units with a dedicated team of talented textile graduates.

[See more>>](#)



edenrobe

EDENROBE

Edenrobe as a brand caters to a variety of fashion lines for men, children, and women. It offers a diverse catalog of clothing for all seasons and styles in Fashion. from vibrant colors to grey tones, Edenrobe has it all.

[See more>>](#)



DINERS™

DINERS

Diners has been in Pakistan fashion industry since 1990. Diners is one of the most biggest manufacturer & retailer of complete men's, women's, kids' garments & footwear which are being used in all over the World. With Nationwide & International presence, Diners has been the most innovative and Pakistan's major brand in producing Men's wear, Kids wear, Women wear, footwear and accessories.

[See more>>](#)



REPUBLIC

Republic by Omar Farooq is one of the most renowned menswear designer brands in Pakistan. From dressing celebrities, showcasing at fashion weeks to being nominated in the International Woolmark Prize, Republic has made its mark internationally as one of the intricately detailed and luxurious fashion brand of Pakistan.

[See more>>](#)



Saeed A. Tamimi

Product Officer (Fashion)

Cell: + 92 300 9247514

Email: Saeed.Tamimi@tdap.gov.pk

Trade Development Authority of Pakistan (TDAP)

Ministry of Commerce

F.T.C. Building, Block A, 5th Floor, Main Shahra e Faisal, Karachi, PAKISTAN.

Tel.: + 92 21 99206487-90, UAN: +92 21 111 444 111

URL: www.tdap.gov.p