

## A cultural potpourri at Pakistan's Bridal Week

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It will be a date with history, exquisite workmanship and classical fashion with modern interpretations at the inaugural Pakistan Fashion Design Council L'Oreal Paris Bridal Week (PFDC L'Oreal Paris Bridal Week), to be held here Dec 18-21.

After successfully hosting two seasons of the Pakistan Fashion Week for the pret market, the country's fashion council, PFDC, realised the potential of the growing bridal wear market. Hence, the four-day fashion fete is set to bring couture designers and stylists together, on a common platform.

"PFDC is credited as one of the key institutions in the fashion industry for its support for Pakistani designers and executing fashion weeks in the country at par with international standards. With this fashion week, we intend to live up to this reputation of consistency and integrity," PFDC's CEO Saad Ali, told IANS.

Designers like Ali Zeeshan, Asif and Nabeel, Emraan Rajput, Fahad Hussayn, Hassan Shehryar Yasin, Karma, Maria B, Nida Azwer, Rouge, Sara Rohale Asghar, Sonia Azhar and Umar Sayeed along with renowned stylists Nabila, Ather Shahzad, Depilex and Toni & Guy will present their interpretations of the bridal trousseau and make-up trends, for the coming season.

With his signature edgy grandeur and intricate couture and detailing, Hussayn will pay a tribute to the beauty of the night with multi-cultural influences. His line will introduce his idea of the Christian bride, the Parsi bride, the bridesmaids, a Nawab, a Muslim bride and her family.

Rajput's collection will offer a colourful blend of embroidered sherwanis for men and traditional bridal lehengas. He has taken inspiration from Pakistan's cultural heritage as reflected in the traditional colours of south Asia.

Designer duo Asif and Nabeel's line is inspired from the treasures of Ottoman sultans and so, one can expect a lot of royalty, infused with glittery bridal wear.

As of now, Ali is clear that the focus of this fashion week is going to be local and regional buyers.

"Sub-continental bridal fashion has a market that is indigenous to this culture; thus our endeavour is to focus on Pakistani and regional buyers who are most relevant to Pakistani fashion," said Ali.

Apart from the regular zing, bling and razzmatazz, flamboyant after-show parties, live performances by various bands during the show and a few celebrities on the ramp will add the oomph and glam quotient to the fashion event.

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