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A cultural potpourri at Pakistan's Bridal Week (Curtain Raiser)

By **Shilpa Raina** | Saturday, December 17, 2011 | 5:09:32 PM IST (+05:30 GMT) [0 Comment](#)

Lahore, Dec 17 (IANS) It will be a date with history, exquisite workmanship and classical fashic interpretations at the inaugural Pakistan Fashion Design Council L'Oreal Paris Bridal Week (P Week), to be held here Dec 18-21.

Lahore, Dec 17 (IANS) It will be a date with history, exquisite workmanship and classical fashion w the inaugural Pakistan Fashion Design Council L'Oreal Paris Bridal Week (PFDC L'Oreal Paris E Dec 18-21.

After successfully hosting two seasons of the Pakistan Fashion Week for the pret market, the cour realised the potential of the growing bridal wear market. Hence, the four-day fashion fete is set to stylists together, on a common platform.

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

Designers like Ali Zeeshan, Asif and Nabeel, Emraan Rajput, Fahad Hussayn, Hassan Shehryar Azwer, Rouge, Sara Rohale Asghar, Sonia Azhar and Umar Sayeed along with renowned stylists 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 multi-cultural influences. His line will introduce his idea of the Christian bride, the Parsi bride, the Muslim bride and her family.

Rajput's collection will offer a colourful blend of embroidered sherwanis for men and traditional b 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, or 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 endeavou regional buyers who are most relevant to Pakistani fashion," said Ali.

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

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