

PFDC L'Oreal Paris Bridal Week starts



Staff Report

LAHORE: A four-day long bridal fashion week started at the Royal Palm Country Club on Sunday. The organiser of the week, L'Oreal Paris, a world-leading beauty brand, announced a team of fashion designers, jewellery designers and make-up artists on the opening day.

The brand is also a pioneer of the Pakistan Fashion Design Council (PFDC) and aims at defining traditional Pakistani bridal fashion, jewellery and make-up trends, fusing different trends to create a unique look for the 2012 bridal season.

On each day of the four days of the PFDC L'Oreal Paris Bridal Week, different teams will present their interpretations of bridal make-up trends for the season, using the same brand products on their respective days.

Every day of the week, three designers each will introduce their exclusive bridal collections. Designers' showcasing in the week include both those traditionally inspired and others more contemporary, including Ali Zeshan, Asifa and Nabeel, Imran Rajput, Fahad Hussain, Hassan Sheheryar Yasin, Karma, Maria B, Nida Azwar, Rouge, Sara Rohail Asghar, Sonia Azhar and Umar Saeed.

The four make-up teams will be represented by Ather Shahzad, Depilex, Nabila and Toni & Guy with male model styling by Khawar Riaz for all four days of the bridal week. The week will also be showcasing the work of three jewellery designers in addition to presenting fashion and make-up trends. Jewelers Damas, GOLD by Reama Malik and Kiran Fine Jewellery will each be presenting their bridal jewellery collections.

In the inauguration ceremony of the event, PFDC Chairperson Sehyr Saigo told the media that there was no fashion without make-up and no style without make-up, adding that it was a love affair with fashion and style that had encouraged L'Oreal Paris to partner with the PFDC to define the Pakistani bride.

He said that four solo shows featuring three bridal fashion designers and one jewellery designer would be hosted each day of the week and that each day would be styled by a different make-up team.

The Black Carpet for PFDC L'Oreal Paris Bridal Week is sponsored by Damas with show production by the Catwalk, event coordination by R-Team, set design by Hamza Tarrar and public relations by Lotus.

[Home](#) | [Lahore](#)