



HIGH END FASHION



TRADE DEVELOPMENT
AUTHORITY OF PAKISTAN



TDAP

TRADE DEVELOPMENT AUTHORITY OF PAKISTAN



Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets.

TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade.

To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platforms.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.



ROLE OF TDAP TO SUPPORT FASHION INDUSTRY

The Trade Development Authority of Pakistan (TDAP), which is continuation of Erstwhile Export Promotion Bureau, is a premier government agency mandated to develop programs and projects directed at maximum potential of the available export market access to the country. The Authority not only conceives programs which implement the initiatives of the Ministry of Commerce, but has an annual work program of its own, which is directed at solving the problems of the exporters in the country, and also exploring the trade opportunities abroad.

The Authority also organizes an annual trade show i.e. Expo Pakistan in the country, where discerning buyers from around the world are invited to Pakistan and see for themselves the state of art achieved by the country in terms of its export industry, and negotiate trade arrangements with their business counterparts from the country.

Concerning the “High-End Fashion” sector, TDAP conducts various exhibitions across the country and internationally to give the local art a platform to flourish and make its way to the international fashion market.

When it comes to the premium high-end fashion, Pakistan has a lot to offer to the international fashion industry, TDAP has however managed to showcase the fashion concept of Pakistan globally, bringing and engaging clients and buyers to endure the classy fashion of Pakistan.



THE FASHION INDUSTRY OF PAKISTAN

Pakistan fashion has always been famed for its cultural heritage, vibrancy of colours, elegance and subtlety that has sustained through countless decades. Undoubtedly, the country's industry has been advantaged by thousands of years of rich tradition at its back, as the vogue of sewn clothing existed in Pakistan since ancient history.

It was only in 1994 that Government of Pakistan (GoP) took its first concrete step in the right direction by setting up Pakistan Institution of Fashion and Design in Lahore. Soon the first batch graduated, designer brands started to sprout, and larger textile giants started to show an interest in the domestic market. The designers graduating each year and becoming part of the work force for all realms of design, textile and fashion, are enhancing the aesthetics and innovating consistently, to compete with international competition and improve the standards of local textile market.

However, having experienced a fashion revolution in the last couple of decades, the country's fashion industry has witnessed an exceptional boom, registering a staggering 79% growth in the recent years – one of the largest industrial growth rates in the world.

This fashion and brand's boom has invited great attention, both from local and international players and the country has now become home to a number of powerful fashion houses and countless exquisite local and international brands.

The overwhelming activity and growth in the fashion industry has also had a significant impact on the country's economy. It is not just the clothing, shoes and accessories but also the creative activities linked with the fashion industry including work of designers, creative directors, fashion photographers, stylists and marketers, forming a major part of the country's services sector.

Export market is also starting to develop as more and more Pakistani brands created by educated designers are showcasing their products in markets like UK, US, Canada and UAE.



FASHION HUBS OF PAKISTAN



Pakistani clothes express the Culture of Pakistan, the Demographics of Pakistan and regional Cultures. Dress in each regional culture reflect weather conditions, way of living and distinctive style which gives it a unique identity among all cultures. However, Fashion and value-added sector had difficulty making much headway in other products.

There are numerous high-end fashion brands that have formed its clientele in the fashion-oriented cities of Pakistan, otherwise known as the “Fashion Hubs of Pakistan” which includes: Karachi, Lahore and Islamabad mainly.

Their aim for utmost customer satisfaction in all the activities. Haute Couture/Luxury Pret brands are focused to take care of varying needs of customers by offering customized solutions within committed deadlines.

These fashion hubs of Pakistan prove to be one of the most fashion groomed cities, the clients accept and often sets the trend for the later years to come.

SOME MAJOR HIGH-END FASHION / FAST FASHION BRANDS PRESENT AT THE FASHION HUBS OF PAKISTAN



SANA SAFINAZ



ZARA SHAHJAHAN



NILOFER



VOILE



Outfitters



nishat



HSY



PATHIR



SK

Amin Adnan

ÉLAN J.



Khaadi

MARIA.B.



DEEPAK PERWANI

MSHA LAKHANI

Pakistan's Fashion On Runways of the World

PAKISTAN
FASHION
DESIGN
COUNCIL

FPC
FASHION PAKISTAN COUNCIL

IFDC
ISLAMABAD
FASHION & DESIGN
COUNCIL

To support, on the occasions of Expo Pakistan and TEXPO, TDAP collaborates as main partner with the two legitimate fashion councils of Pakistan i.e. 'Fashion Pakistan Council', Karachi (FPC) and 'Pakistan Fashion Design Council', Lahore (PFDC). It is also encouraging to highlight that since inception, both the above councils organize their fashion weeks twice a year on a regular basis wherein the world witnesses the Spring/Summer and Fall/Winter collections of their member designers across the country.

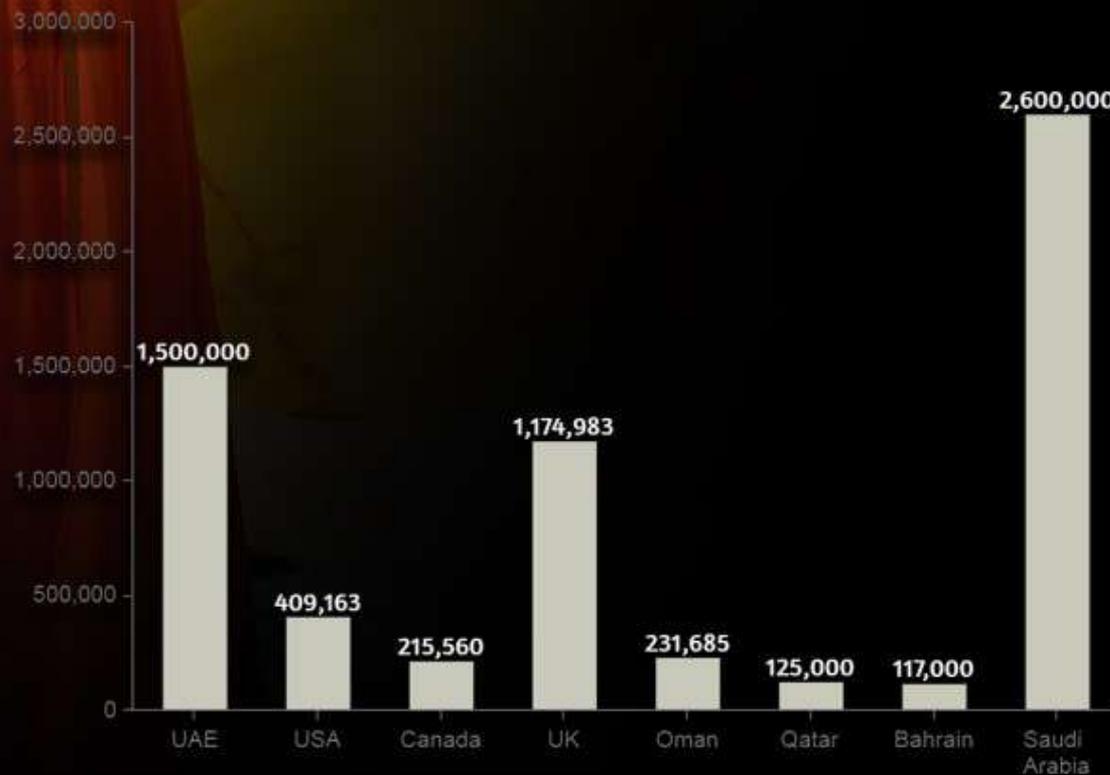




Potential World Destinations For Pakistani Couture Wear / Luxury Pret.

As the designers/Haute Couture/Luxury Pret Brands tend to design more traditional and ethnic wear than western wear, the high-end products are exported wherever Pakistani Expats are situated. Most common destinations are as follows:

- o UAE
- o USA
- o Canada
- o UK
- o Oman
- o Qatar
- o Bahrain
- o Saudi Arabia



Country wise "Overseas Pakistanis" population

Craftsmanship of Pakistan (Part A)



Karachi is mostly considered as a hub for Hand-weaving artisans which create hand-woven jacquard designs enriching the entire production of the fabric, moreover Karachi consists of Hand-embroidery artisans as well. As Karachi is the business hub of Pakistan, mostly every embroidery art is present in the city.

Sindh is full of craftsmanship, some of the art works are mentioned below:
Mithi: Thari Embroidery
Khairpur: Sindhi Embroidery
Hala: Block-Printing
Badin: Tie and Die
 The most famous work of Arts in this region are: Ajrak (Ancient Block Print fabric) and Ralli (Patchwork).

The Punjab province of Pakistan also never fails to impress when we talk about "Fashion Crafts". The Bahawalpur region is known for its Gota embroidery works and block-prints. While Multan holds its special place in hand embroidery such as Taarkashi, Kacha Tanka, Pakka Taanka, Shadow work and mukesh/kamdani work. Hence the province is popular for the craftsmanship of delicate embroidery.

Moving up to the Northern areas of Pakistan, comes Sawat and Chitral. Sawat is famous for its embroidery, Sharai woven shawls etc. Whereas Chitral holds its special place in creating immensely vivid embroidery works that have the potential to do wonders in the high-end fashion industry.

The Craftsmanship of Pakistan (Part B)



Pakistan is a land where artisans are not only inspired by ancestral values and driven by futuristic innovations, where skills and technology unify to make a perfect product. Our arts and artifacts are embedded in the age-old tradition of excellence while reflecting moods of the western world. Our products, therefore, exhilarate the body and elevate the soul, making the worlds of **'Beauty and the East'** synonymous to each other.

Jolaha the art of Intricate Hand-weave has been passed on to generations of our 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.

Whereas in the rural areas of Pakistan, natural dyeing is being practiced as a rare art. Ajrak one of the souvenirs of the Sindh province is also a product of Hand-block print by natural dyes.

The embroideries of Pakistan are also one of the richest forms of art in South Asia. Traditional clothing, accessories and animal embellishments embroidered by women for their families are still in use. Although the techniques, design elements and uses may be in common and are now widely being used in High-end fashion industry, many are peculiar to individual communities and distinguishable by their style, motifs and colour. The types of embroideries include: Kacha Taanka, Adda work, Tarkashi etc.

Courtesy: Voile Pakistan, Zubia Zainab, Aahan, Supria Shah and Ambreen Khan





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