

Fresh Offerings

WHAT: Gul Ahmed SS 2011 Collection campaign launch and the First Annual Gul Ahmed Fashion Awards

WHERE: DHA Golf Club Convention Center, Karachi

WHEN: March 17, 2011

Ayesha Farooq Hashwani's white and "pure" collection came next, hinting strongly at a fusion of Western and Eastern design that was both modern and feminine. Her cuts and silhouettes were visibly grown up, and we were finally able to see clothes that flattered womanly shapes, which was a well-received change. Her minimalistic tops and gowns all worked together to give this collection a decidedly innocent yet also incredibly sensual vibe. There were hints of 1920s Hollywood and an Arab influence in some of the pieces, and even though Ayesha's collection was covered in a blanket of white, the overall feel managed to remain engaging, thanks to chic, subdued splashes of colour and prints here and there.

