

THE WINTER STORY



UNSTITCHED COLLECTION





F/W VOL. 1 - 2024

THE WINTER STORY

Inspired by the
breathtaking beauty of
**NEELAM VALLEY
& SWAT VALLEY**

our unstitched fabric
collection captures the
essence of winter in the
mountains. With rich
textures and intricate
designs, each piece reflects
the timeless charm of
the North—where nature
and tradition blend in
perfect harmony. Embrace
the elegance of a winter
inspired by the heart of
Pakistan.

A SEASON OF
ELEGANCE
AND WARMTH



 Gul Ahmed

F/W VOL. 1 - 2024

MAJESTIC WINTER ELEGANCE

This winter, the canvas of your style is yours to create. Our collection celebrates the art of unstitched fabric, where possibilities are as endless as your imagination. As the temperature drops, embrace the freedom to design and drape layers that resonate with your unique style. From luxurious wool blends to cozy cashmeres, each piece in this collection invites you to craft your own winter tale—one stitch at a time. Discover the beauty of unstitched elegance and make this winter truly yours.





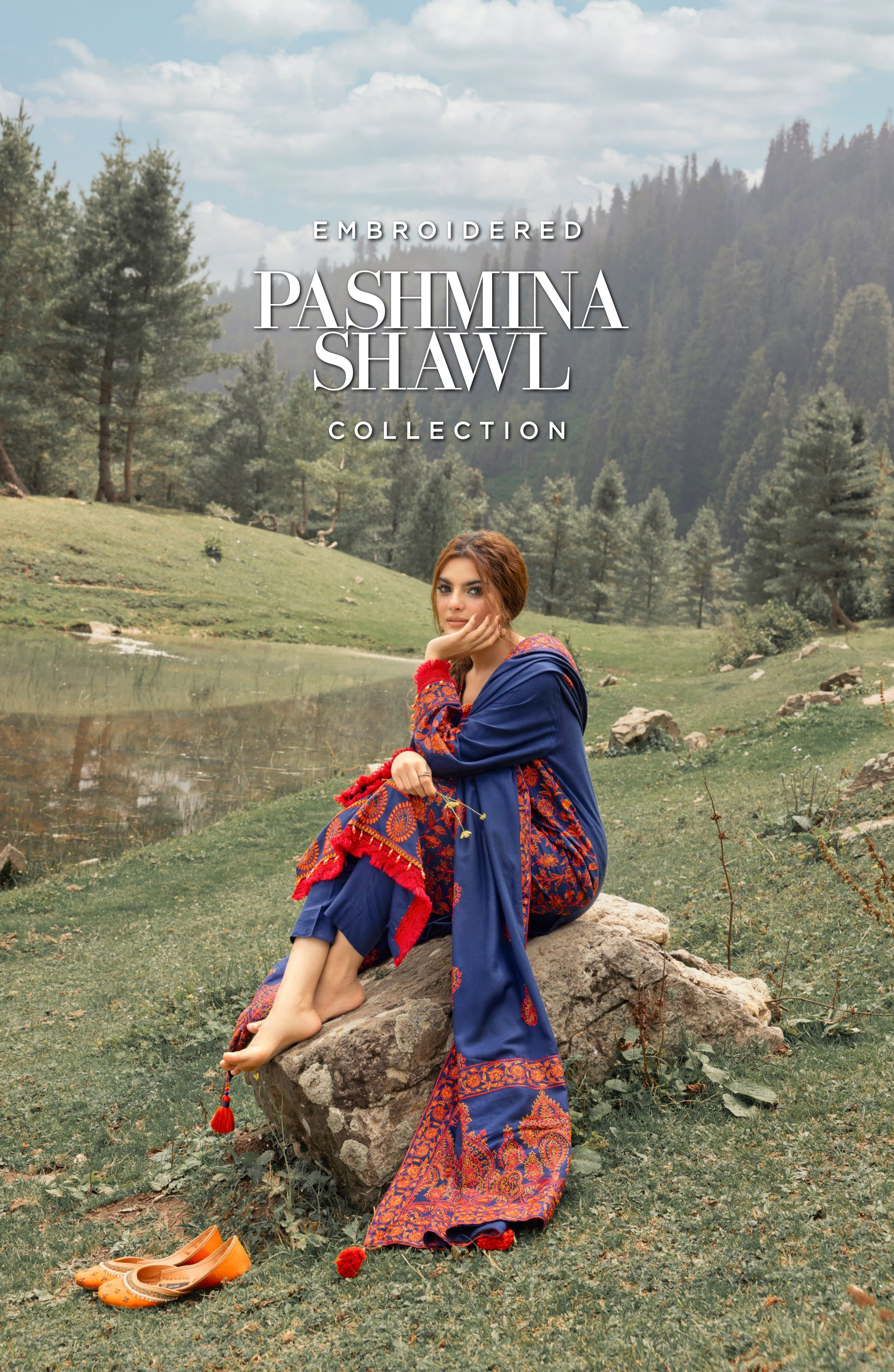


Winter hues

F / W V O L . 1 - 2 0 2 4



EMBROIDERED
PASHMINA
SHAWL
COLLECTION











F/W '24



AP42012



Embroidered Pashmina
Shawl with Shawl
Pallu & Borders.
Embroidered Pashmina
Shirt Front & Sleeves
with Dyed Pashmina
Back. Dyed Trouser.

3-PIECE EMBROIDERED PASHMINA SHAWL



Embroidered Pashmina Shawl. Embroidered Pashmina Shirt Front & Sleeves with Embroidered Pashmina Borders for Front & Back. Dyed Pashmina Back. Dyed Trouser.

AP42004



THE
NEW
SEASON
ESSENTIALS

EMBROIDERED
PASHMINA SHAWL









3-PIECE
**EMBROIDERED
PASHMINA
SHAWL**

AP**42048**

Printed Pashmina
Shawl. Embroidered
Printed Khaddar Shirt
Front & Sleeves with
Printed Khaddar Back.
Dyed Trouser.





PASTEL



WINNA

3-PIECE EMBROIDERED PASHMINA SHAWL

AP42014

Embroidered
Pashmina Shawl.
Embroidered
Pashmina Shirt
Front, Side
Panels, Back &
Sleeves with
Embroidered
Pashmina
Borders for Front
& Back. Dyed
Trousers.







AP42005

Embroidered Pashmina Shawl. Embroidered Pashmina Shirt Front & Sleeves with Embroidered Pashmina Borders for Front & Back. Dyed Pashmina Back. Dyed Trouser.



3-PIECE EMBROIDERED PASHMINA SHAWL







3-PIECE
**EMBROIDERED
PASHMINA
SHAWL**

AP42009

Embroidered Pashmina
Shawl & Pallu. Embroidered
Pashmina Shirt Front & Sleeves
with Dyed Pashmina Back.
Dyed Trouser.



3-PIECE EMBROIDERED PASHMINA SHAWL

AP42011



Embroidered Pashmina Shawl. Embroidered Pashmina Shirt Front & Sleeves with Embroidered Pashmina Borders for Front & Back. Dyed Pashmina Back. Dyed Trouser.





AP**42011**



FALL WINTER

UNSTITCHED VOLUME ONE





3-PIECE
PRINTED PASHMINA
SHAWL

AP42030

Printed Pashmina Shawl. Printed
Khaddar Shirt. Dyed Trouser.



3-PIECE
PRINTED
PASHMINA
SHAWL



AP42031

Printed Pashmina Shawl. Printed Khaddar Shirt. Dyed Trouser.





AP42036

Printed Pashmina Shawl. Printed
Khaddar Shirt. Dyed Trouser.

3-PIECE
PRINTED
PASHMINA
SHAWL





3-PIECE
PRINTED
PASHMINA
SHAWL

AP42029

Printed Pashmina Shawl.
Printed Khaddar Shirt.
Dyed Trouser.







3-PIECE
**PRINTED
PASHMINA
SHAWL**

AP**42037**

Printed Pashmina Shawl. Printed
Khaddar Shirt. Dyed Trouser.



LUXURY
JACQUARD
F/W COLLECTION





3-PIECE
JACQUARD

MJ42062

Jacquard Dupatta. Jacquard Shirt. Jacquard Trouser.





MJ42051

Embroidered Jacquard Dupatta.
Embroidered Jacquard Shirt Front
with Jacquard Back & Sleeves.
Jacquard Trouser.

3-PIECE EMBROIDERED JACQUARD







3-PIECE
**EMBROIDERED
JACQUARD**

MJ42060

Jacquard Dupatta. Embroidered
Jacquard Shirt Front with Jacquard
Back & Sleeves. Dyed Trouser.

3-PIECE JACQUARD

MJ42054





Jacquard Dupatta. Jacquard Shirt. Dyed Trouser.

GulAhmed

www.gulahmedshop.com







3-PIECE **JACQUARD**

MJ42056

Jacquard Dupatta. Jacquard Shirt. Dyed Trouser.



A woman with long brown hair is standing in a lush green forest, leaning against a large tree trunk. She is wearing a traditional 3-piece outfit consisting of a long orange tunic with intricate purple and teal embroidery, a matching dupatta, and orange trousers. The background is filled with tall, dense evergreen trees and green foliage.

3-PIECE
EMBROIDERED
JACQUARD

MJ42057

Jacquard Dupatta.
Embroidered Karandi
Shirt Front & Sleeves with
Dyed Karandi Back. Dyed
Trousers.





3-PIECE
JACQUARD

MJ42058

Printed Pashmina
Dupatta. Jacquard Shirt.
Dyed Trouser.







MJ42053

3-PIECE JACQUARD



Printed Cotton Net Dupatta. Jacquard Shirt. Dyed Trouser.





3-PIECE
JACQUARD

MJ42059

Jacquard Dupatta.
Jacquard Shirt.
Dyed Trouser.







3-PIECE
JACQUARD

Jacquard Dupatta. Jacquard Shirt.
Embroidered Khaddar Trouser.

MJ42050

THE WINTER STORY



 GulAhmed





F / W U N S T I T C H E D

KARANDI

C O L L E C T I O N





3-PIECE
PRINTED
KARANDI



www.gulahmedshop.com



 **Ideas**[®]

Printed Karandi Dupatta. Printed Karandi Shirt. Dyed Trouser.

AY42004









3-PIECE
**PRINTED
KARANDI**

AY42002

Printed Karandi Dupatta,
Printed Karandi Shirt, Dyed
Trousers.

3-PIECE
PRINTED
KARANDI

AY42003



Printed Karandi Dupatta. Printed Karandi Shirt. Dyed Trouser.





AY42001

Printed Karandi Dupatta. Printed Karandi Shirt. Dyed Trouser.



3-PIECE
PRINTED KARANDI





2-PIECE
**EMBROIDERED
KARANDI**

AT42003

Embroidered Karandi Shirt
Front & Sleeves with Dyed
Karandi Back. Embroidered
Karandi Trouser.



NEELAM VALLEY

THE CROWN JEWEL OF PAKISTAN, IS A BREATHTAKING REGION WHERE NATURE'S SPLENDOUR UNFOLDS IN EVERY DIRECTION. WITH ITS MAJESTIC MOUNTAINS, SERENE LAKES, AND LUSH VALLEYS, AZAD KASHMIR IS A TRUE PARADISE ON EARTH, SHOWCASING THE UNPARALLELED BEAUTY OF PAKISTAN.

UNSTITCHED
COLLECTION

FALL IN LOVE
WINTER
IN STYLE







THE

COLLECTION







Printed Sequins Stripe Dupatta. Gold Printed Silk
Shirt. Laces for Front & Back. Printed Silk Trouser.

SP42045



SP42046

Printed Sequins Stripe Dupatta. Gold Printed Silk Shirt. Laces for Front & Back. Printed Silk Trouser.

E L E V A T E Y O U R

W I

N I

E R

WARDROBE WITH COZY,
CHIC ESSENTIALS

F / W
V O L . 1 - 2 0 2 4







SP42047

Printed Sequins Stripe
Dupatta. Gold Printed Silk
Shirt. Laces for Front &
Back. Printed Silk Trouser.





3 PIECE EMBROIDERED

TWILL LINEN

COLLECTION

3-PIECE EMBROIDERED TWILL LINEN





Embroidered Twill Cotton Linen Dupatta.
Printed Khaddar Shirt. Dyed Trouser.

CV42009



F/W '24

Luna



en





3-PIECE
**EMBROIDERED
TWILL LINEN**

CV32015

Printed Twill Cotton Linen
Dupatta. Embroidered
Cotail Shirt Front, Back
& Sleeves. Embroidered
Cotail Borders for Front &
Back. Dyed Trouser.





3-PIECE
**EMBROIDERED
TWILL LINEN**

CV32011

Printed Twill Cotton Linen Dupatta.
Embroidered Cotail Shirt Front, Back &
Sleeves. Embroidered Cotail Borders
for Front & Back. Dyed Trouser.



3-PIECE **EMBROIDERED
Twill LINEN**

CV32010

Printed Twill Cotton Linen
Dupatta. Embroidered
Cotail Shirt Front, Back
& Sleeves. Embroidered
Cotail Borders for Front &
Back. Dyed Trouser.





NORTHERN PAKISTAN

DISCOVER WINTER
ELEGANCE INSPIRED BY
THE SERENE BEAUTY OF
NORTHERN PAKISTAN.
OUR UNSTITCHED FABRIC
COLLECTION COMBINES
TRADITION WITH MODERN
STYLE, OFFERING YOU THE
WARMTH AND GRACE OF
THE MOUNTAINS.

LET IT SHINE

EMBROIDERED COTAIL LINEN COLLECTION





CV42007

Embroidered Cotail Dupatta. Embroidered
Cotail Shirt Front & Sleeves with
Embroidered Cotail Borders for Front &
Back. Dyed Cotail Back. Dyed Trouser.

3-PIECE
EMBROIDERED
COTAIL LINEN





Embroidered Cotail Dupatta. Embroidered Cotail Shirt
Front & Sleeves with Dyed Cotail Back. Dyed Trouser.

CV42013



CV42001

Printed Cotail Dupatta. Printed Cotail Shirt. Dyed Trouser.



3-PIECE PRINTED COTAIL LINEN





3-PIECE
PRINTED
COTAIL LINEN

CV42006

Printed Cotail Dupatta.
Printed Cotail Shirt.
Dyed Trouser.

3-PIECE PRINTED COTAIL LINEN

CV42008





Printed Cotail Dupatta. Printed Cotail Shirt. Printed Cotail Trouser.





Printed Cotail Dupatta. Printed Cotail Shirt. Dyed Trouser.

CV42004



3-PIECE PRINTED COTAIL LINEN



CV42002

Printed Cotail
Dupatta. Printed
Cotail Shirt. Dyed
Trouser.





LUXURY
EMBROIDERED
WINTER COLLECTION



Embroidered Cotton Net Dupatta. Printed
Khaddar Shirt. Printed Khaddar Trousers with
Embroidered Border for Trousers on Organza.

CN**42002**





3-PIECE
LUXURY
EMBROIDERED
KHADDAR

CN**42004**

Printed Cotton Net Dupatta.
Embroidered Printed
Khaddar Shirt Front with
Printed Khaddar Back &
Sleeves. Dyed Trouser.

3-PIECE
LUXURY
PRINTED
KHADDAR









DHANAK

UNSTITCHED COLLECTION



Winter

V O L . 1 2 0 2 4

3-PIECE PRINTED DHANAK

DH42004

Printed Dhanak
Dupatta. Printed
Dhanak Shirt. Dyed
Trousers.







3-PIECE **PRINTED DHANAK**

Printed Dhanak Dupatta. Printed
Dhanak Shirt. Dyed Trouser.

DH42001







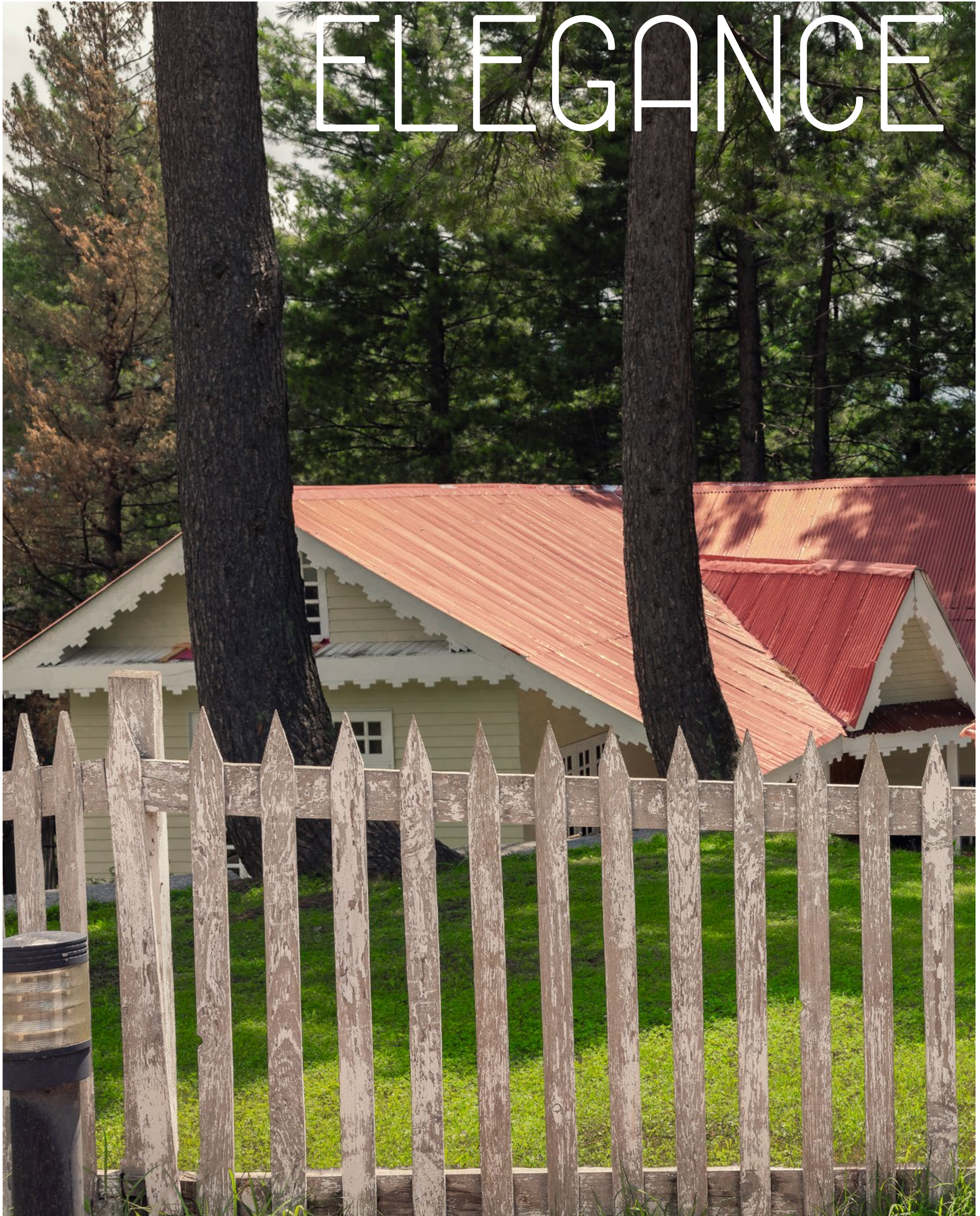
3-PIECE
PRINTED DHANAK

DH42003

Printed Dhanak Dupatta. Printed
Dhanak Shirt. Dyed Trouser.



UNSTITCHED ELEGANCE



F/W VOL. 1 - 2024





3-PIECE
PRINTED DHANAK

DH42008

Printed Dhanak Dupatta.
Printed Dhanak Shirt.
Dyed Trouser.





3-PIECE
PRINTED DHANAK

DH42009

Printed Dhanak Dupatta.
Printed Dhanak Shirt.
Printed Dhanak Trouser.







3-PIECE
PRINTED
DHANAK

DH42007

Printed Dhanak Dupatta. Printed
Dhanak Shirt. Dyed Trouser.



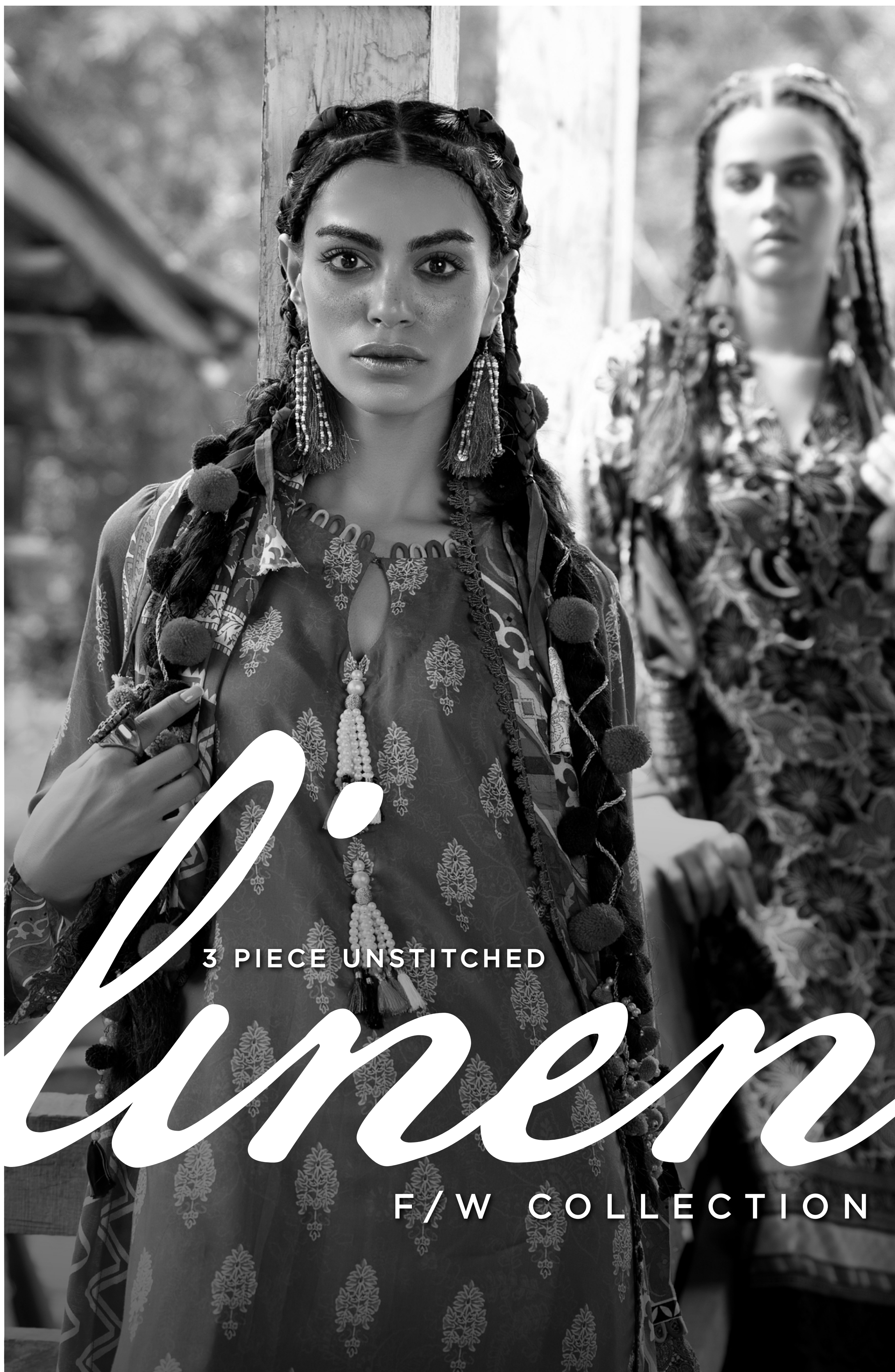
TWO PIECE JACQUARD



JT42020

Khaddar Jacquard Shirt. Dyed Trouser.





3 PIECE UNSTITCHED

unseen

F/W COLLECTION



A JOURNEY OF UNSTITCHED LUXURY

AMIDST THE BREATHTAKING BEAUTY OF
SWAT VALLEY

OUR UNSTITCHED COLLECTION COMES TO LIFE. EACH FABRIC, A TESTAMENT TO THE VALLEY'S SERENE LANDSCAPES AND RICH HERITAGE, INVITES YOU TO EXPERIENCE LUXURY LIKE NEVER BEFORE. SHOT AGAINST THE MAJESTIC MOUNTAINS AND SERENE LAKES, THIS COLLECTION CAPTURES THE ESSENCE OF TIMELESS TRADITION AND MODERN ELEGANCE. AS THE VALLEY'S BEAUTY UNFOLDS, SO DOES THE ENDLESS POTENTIAL OF YOUR STYLE
WAITING TO BE TAILORED TO PERFECTION.

F/W VOL. 1 - 2024





3-PIECE **PRINTED LINEN**



LT**42012**

Printed Linen Dupatta. Printed
Linen Shirt. Dyed Trouser.



LT42011

Printed Linen Dupatta. Printed
Linen Shirt. Dyed Trouser.



3-PIECE PRINTED LINEN





3-PIECE
PRINTED LINEN



Printed Linen Dupatta. Printed
Linen Shirt. Dyed Trouser.

LT42001



F/W COLLECTION



3 P I E C E L I N E N

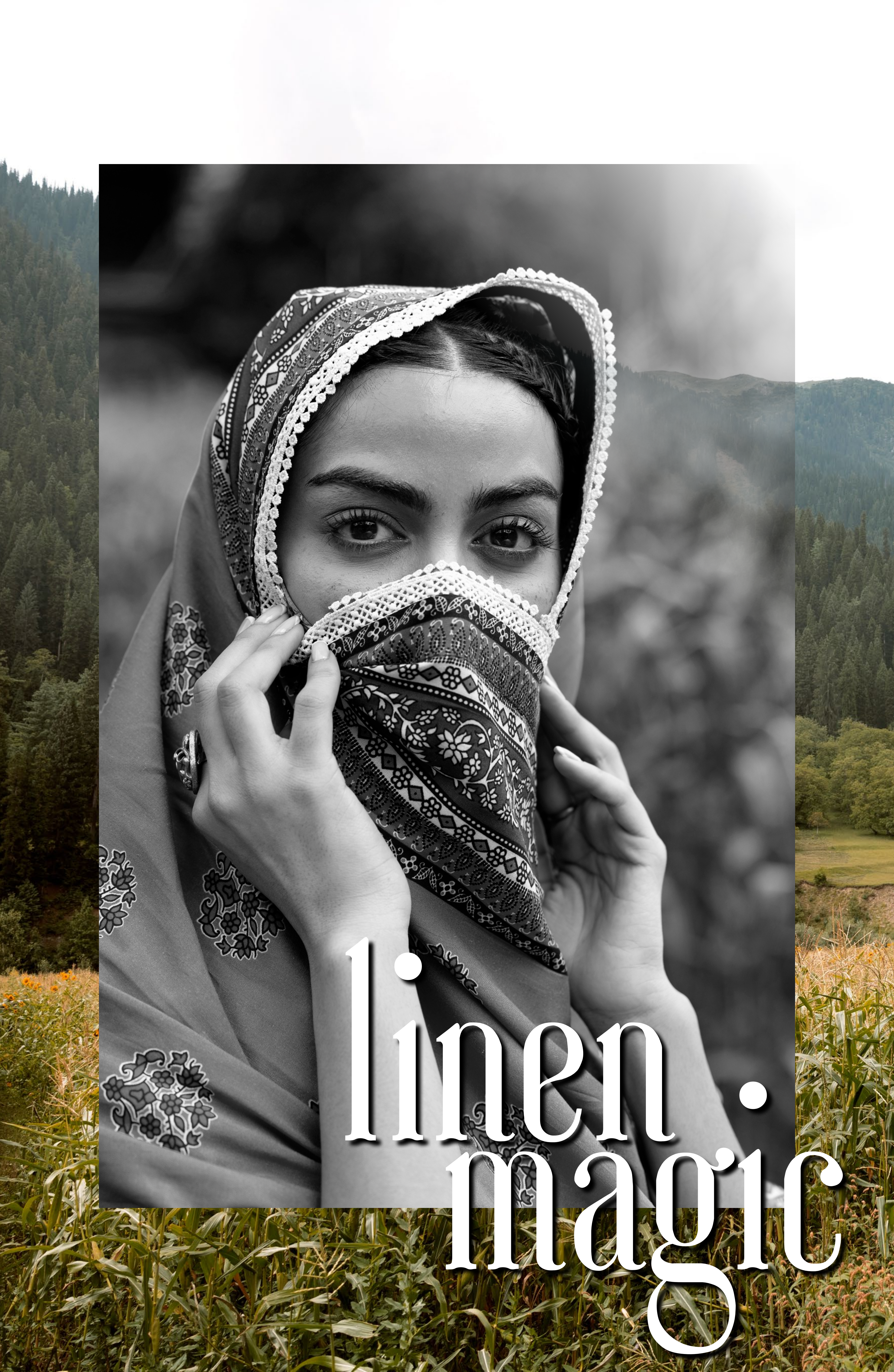




LT42006

Printed Linen Dupatta. Printed
Linen Shirt. Dyed Trouser.





1. linen. magic



LT42008

Printed Linen Dupatta. Printed
Linen Shirt. Dyed Trouser.





3-PIECE
PRINTED LINEN

LT42002

Printed Linen Dupatta.
Printed Linen Shirt.
Dyed Trouser.







3-PIECE
PRINTED LINEN

LT42009

Printed Linen Dupatta. Printed
Linen Shirt. Dyed Trouser.

3-PIECE PRINTED LINEN



Printed Linen Dupatta. Printed Linen Shirt. Dyed Trouser.

LT42010





ELEVATE
YOUR
LOOK
WITH

RDUROY

EMBROIDERED COLLECTION





CD42008

Printed Cotton Net Dupatta. Printed Corduroy
Shirt with Printed Border. Embroidered Border on
Organza. Dyed Trouser.

3-PIECE EMBROIDERED CORDUROY



Printed Cotton Net Dupatta.
Embroidered Printed Corduroy Shirt
Front with Printed Corduroy Back &
Sleeves. Dyed Trouser.

CD42003





classic TEXTURE



3-PIECE EMBROIDERED CORDUROY

Printed Cotton Net Dupatta. Embroidered Printed
Corduroy Shirt Front & Sleeves with Printed
Corduroy Back. Dyed Trouser.

CD42007

3-PIECE PRINTED CORDUROY



Printed Cotton Net Dupatta. Printed Corduroy Shirt. Dyed Trouser.

CD42002







3-PIECE **PRINTED
CORDUROY**

CD42006

Printed Cotton Net Dupatta. Printed
Corduroy Shirt. Dyed Trouser.



CD42005

Printed Cotton Net Dupatta. Printed
Corduroy Shirt. Dyed Trouser.



3-PIECE PRINTED CORDUROY





3-PIECE **PRINTED CORDUROY**



CD42004

Printed Cotton Net Dupatta. Printed
Corduroy Shirt. Dyed Trouser.



EMBROID

KH

WIT

 Gul Ahmed

F/W VOL. 1 - 2024



DERED

ADDAR

TH A MODERN TWIST



K42012

Printed Khaddar Dupatta.
Embroidered Printed Khaddar
Shirt Front with Printed
Khaddar Back & Sleeves. Dyed
Trousers.

3-PIECE EMBROIDERED KHADDAR





K42013

Printed Khaddar Dupatta.
Embroidered Printed Khaddar Shirt
Front with Printed Khaddar Back &
Sleeves. Dyed Trouser.

3-PIECE
EMBROIDERED
KHADDAR







3-PIECE
**EMBROIDERED
KHADDAR**

K42018

Printed Khaddar Dupatta,
Embroidered Printed Khaddar
Shirt Front with Printed Khaddar
Back & Sleeves. Dyed Trouser.

3-PIECE EMBROIDERED KHADDAR



Printed Khaddar Dupatta. Embroidered
Printed Khaddar Shirt Front & Sleeves
with Printed Khaddar Back. Printed
Khaddar Trouser.

K42019





K42017

Embroidered Khaddar Dupatta. Embroidered Khaddar Shirt Front & Sleeves. Embroidered Borders for Front & Back on Organza. Dyed Khaddar Back. Dyed Trouser.



3-PIECE EMBROIDERED KHADDAR



K H A D D A R



1 0 0 % C O T T O N



K42002

3-PIECE PRINTED KHADDAR



Printed Khaddar Dupatta. Printed Khaddar Shirt. Dyed Trouser.



K42004

Gold Printed Khaddar Dupatta. Gold
Printed Khaddar Shirt. Dyed Trouser.



3-PIECE PRINTED KHADDAR



3-PIECE PRINTED KHADDAR

K42005



Printed Khaddar Dupatta. Printed Khaddar Shirt. Dyed Trouser.



3-PIECE **PRINTED KHADDAR**



K42003

Printed Khaddar Dupatta. Printed
Khaddar Shirt. Dyed Trouser.





3-PIECE
**PRINTED
KHADDAR**

K42008

Printed Khaddar
Dupatta. Printed
Khaddar Shirt. Dyed
Trousers.



F/W '24



K42006

Printed Khaddar Dupatta. Printed Khaddar Shirt. Dyed Trouser.





3-PIECE PRINTED KHADDAR

Printed Khaddar Dupatta. Printed
Khaddar Shirt. Dyed Trouser.

K42007



Embroidered Khaddar Shirt Front & Sleeves. Croatia Laces for Front & Back. Dyed Khaddar Back. Dyed Trouser.

TK42002

2-PIECE
EMBROIDERED
KHADDAR



 GulAhmed

F/W VOL. 1 - 2024

EMBROIDERED

LINEN

TWO PIECE





2-PIECE
**EMBROIDERED
COTAIL LINEN**

VT42002

Embroidered Cotail Shirt Front
& Sleeves with Dyed Cotail
Back. Dyed Trouser.





2-PIECE
EMBROIDERED
COTAIL LINEN



VT42003

Embroidered Cotail Shirt Front & Sleeves with Embroidered Cotail Borders for Front & Back. Dyed Cotail Back. Dyed Trouser.



PRINTED LINEN

TWO PIECE



VT42004

Printed Cotail Shirt.
Printed Cotail Trouser.



2-PIECE
PRINTED LINEN

VT42006

Printed Linen Shirt.
Printed Linen Trouser.







2-PIECE
PRINTED LINEN

VT42005

Printed Linen Shirt.
Printed Linen Trouser.



VT42010

Printed Linen Shirt. Printed Linen Trouser.



2-PIECE PRINTED LINEN





2-PIECE
PRINTED LINEN





2-PIECE
**PRINTED
COTAIL LINEN**

VT42009

Printed Cotail Shirt.
Printed Cotail Trouser.





Printed Linen Shirt. Printed Linen Trouser.

T W O P I E C E P R I N T E D L I N E N



VT42007

UNSTITCHED

LINEN

SINGLE SHIRT





VS42001

Printed Linen Shirt.



VS42004

Printed Linen Shirt.





Printed Linen Shirt.

VS42003



GULAHMEDSHOP.COM

 **GulAhmed**

THE WINTER STORY



Designs, patterns and brand names are exclusive property of IDEAS Private Ltd. under the copyright act, and no attempt shall be made to counterfeit these.

PICTURES COLOR MAY VARY FROM ACTUAL PRINT ONLY BECAUSE OF PHOTOGRAPHY

*Accessories shown in images other than the design description are for styling purposes only. These are not part of the actual product.

 **Ideas[®]**

FOLLOW US FOR MORE UPDATES



FOR ORDERS WHATSAPP ONLY

+92-321-2444241

+92-321-2444091