
GulAhmed
THE ORIGINAL LAWN®
SUMMER '25
Delightful Detail
Festive Brights,
Bold Prints
schiffli
fantasy...
NEW SEASON EDIT
Changing Ideas for the Season
THE JOY OF SUMMER
How to look cool when it's hot...
Style-setters reveal fashion secrets for summer 2025



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THE ORIGINAL LAWN®

LUXURY EDIT

UNSTITCHED COLLECTION

SUMMER 2025

PM 52051 - 3 PIECE PREMIUM EMBROIDERED CHIFFON

SCHIFFLI EMBROIDERED CHIFFON DUPATTA. SCHIFFLI EMBROIDERED LAWN SHIRT FRONT & SLEEVES WITH DYED LAWN BACK. DYED TROUSER.



PM 52051 - 3 PIECE PREMIUM EMBROIDERED CHIFFON

SCHIFFLI EMBROIDERED CHIFFON DUPATTA. SCHIFFLI EMBROIDERED LAWN SHIRT FRONT & SLEEVES WITH DYED LAWN BACK. DYED TROUSER.



PM 52019 - 3 PIECE
PREMIUM EMBROIDERED
CHIFFON

EMBROIDERED CHIFFON DUPATTA.
EMBROIDERED LAWN SHIRT FRONT, SIDE
PANELS & SLEEVES WITH EMBROIDERED
BORDERS FOR FRONT & BACK. DYED
LAWN BACK. DYED TROUSER

PM 52019 - 3 PIECE
PREMIUM EMBROIDERED
CHIFFON

EMBROIDERED
CHIFFON DUPATTA.
EMBROIDERED
LAWN SHIRT FRONT,
SIDE PANELS &
SLEEVES WITH
EMBROIDERED
BORDERS FOR
FRONT & BACK.
DYED LAWN BACK.
DYED TROUSER.





PM 52042 - 3 PIECE
PREMIUM EMBROIDERED
CHIFFON

SCHIFFLI EMBROIDERED
CHIFFON DUPATTA.
SCHIFFLI EMBROIDERED
LAWN SHIRT FRONT &
SLEEVES WITH DYED
LAWN BACK. DYED
TROUSER.





PM 52042 - 3 PIECE
PREMIUM EMBROIDERED
CHIFFON

SCHIFFLI EMBROIDERED CHIFFON DUPATTA.
SCHIFFLI EMBROIDERED LAWN SHIRT
FRONT & SLEEVES WITH DYED LAWN BACK.
DYED TROUSER.



DISCOVER THE ART OF

LUXURY

SUMMER UNSTITCHED COLLECTION

PM 52056 - 3 PIECE
PREMIUM EMBROIDERED
CHIFFON

EMBROIDERED CHIFFON
DUPATTA. EMBROIDERED LAWN
SHIRT FRONT, BACK & SLEEVES.
EMBROIDERED NECKLINE ON
ORGANZA. DYED TROUSER.

PM 52056 - 3 PIECE
PREMIUM EMBROIDERED
CHIFFON

EMBROIDERED CHIFFON
DUPATTA. EMBROIDERED
LAWN SHIRT FRONT, BACK
& SLEEVES. EMBROIDERED
NECKLINE ON ORGANZA.
DYED TROUSER.

PM 52011 - 3 PIECE PREMIUM EMBROIDERED LAWN

EMBROIDERED PAPER COTTON DUPATTA. EMBROIDERED LAWN SHIRT FRONT & SLEEVES. EMBROIDERED BORDER FOR SHIRT FRONT & SLEEVES BORDER ON ORGANZA. DYED LAWN BACK. DYED TROUSER.





PM 52011 - 3 PIECE PREMIUM EMBROIDERED LAWN

EMBROIDERED PAPER COTTON DUPATTA. EMBROIDERED LAWN SHIRT FRONT & SLEEVES. EMBROIDERED BORDER FOR SHIRT FRONT & SLEEVES BORDER ON ORGANZA. DYED LAWN BACK. DYED TROUSER.





PM 52068 - 3 PIECE
PREMIUM EMBROIDERED
CHIFFON

EMBROIDERED CHIFFON DUPATTA.
EMBROIDERED LAWN SHIRT
FRONT, BACK & SLEEVES WITH
EMBROIDERED NECKLINE ON
ORGANZA. DYED TROUSER.

PM 52068 - 3 PIECE PREMIUM EMBROIDERED CHIFFON

EMBROIDERED CHIFFON DUPATTA. EMBROIDERED LAWN SHIRT FRONT, BACK & SLEEVES WITH EMBROIDERED NECKLINE ON ORGANZA. DYED TROUSER.



PM 52029 - 3 PIECE
PREMIUM EMBROIDERED
CHIFFON

EMBROIDERED CHIFFON DUPATTA.
EMBROIDERED LAWN SHIRT FRONT &
SLEEVES WITH EMBROIDERED BORDER FOR
FRONT. DYED LAWN BACK. DYED TROUSER.

PM 52029 - 3 PIECE PREMIUM EMBROIDERED CHIFFON

EMBROIDERED CHIFFON DUPATTA. EMBROIDERED LAWN SHIRT FRONT & SLEEVES WITH EMBROIDERED BORDER FOR FRONT. DYED LAWN BACK. DYED TROUSER.

PM 52038 - 3 PIECE PREMIUM EMBROIDERED CHIFFON

EMBROIDERED CHIFFON DUPATTA. SCHIFFLI EMBROIDERED LAWN SHIRT FRONT & SLEEVES WITH DYED LAWN BACK. DYED TROUSER.





PM 52038 - 3 PIECE
PREMIUM EMBROIDERED CHIFFON

EMBROIDERED CHIFFON DUPATTA. SCHIFFLI
EMBROIDERED LAWN SHIRT FRONT & SLEEVES
WITH DYED LAWN BACK. DYED TROUSER.

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PM 52043 - 3 PIECE PREMIUM EMBROIDERED CHIFFON

SEQUINS EMBROIDERED CHIFFON DUPATTA. SEQUINS EMBROIDERED LAWN SHIRT FRONT & SLEEVES WITH SEQUINS EMBROIDERED ORGANZA APPLIQUE. EMBROIDERED BORDER FOR FRONT & BUNCHES FOR SLEEVES ON ORGANZA. DYED LAWN BACK. SEQUINS EMBROIDERED TROUSER.

PM 52030 - 3 PIECE PREMIUM EMBROIDERED CHIFFON

EMBROIDERED CHIFFON DUPATTA. EMBROIDERED PAPER COTTON SHIRT FRONT & SLEEVES WITH DYED PAPER COTTON BACK. DYED INNER & TROUSER.





PM 52004 - 3 PIECE
PREMIUM EMBROIDERED
MEHSURI

EMBROIDERED MEHSURI DUPATTA.
EMBROIDERED LAWN SHIRT FRONT & SLEEVES
WITH EMBROIDERED BORDER FOR FRONT ON
ORGANZA. DYED LAWN BACK. DYED TROUSER.



PM 52050 - 3 PIECE PREMIUM EMBROIDERED CHIFFON

EMBROIDERED CHIFFON DUPATTA. SCHIFFLI EMBROIDERED LAWN SHIRT FRONT & SLEEVES WITH DYED LAWN BACK. DYED TROUSER.

EMBROIDERED SWISS VOILE

LSV 52026 - 3 PIECE
EMBROIDERED SWISS VOILE

EMBROIDERED CHIFFON DUPATTA.
EMBROIDERED SWISS VOILE SHIRT FRONT, BACK & SLEEVES WITH EMBROIDERED BORDERS FOR FRONT & BACK. DYED INNER & TROUSER.



LSV 52026 - 3 PIECE
EMBROIDERED SWISS VOILE

EMBROIDERED CHIFFON DUPATTA. EMBROIDERED SWISS VOILE SHIRT FRONT, BACK & SLEEVES WITH EMBROIDERED BORDERS FOR FRONT & BACK. DYED INNER & TROUSER.

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cutwork

PRIMA

COLLECTION

THE ORIGINAL LAWN®

PR 52009 - 3 PIECE
PRIMA SCHIFFLI

EMBROIDERED PRINTED CHIFFON DUPATTA. PRINTED LAWN SHIRT WITH EMBROIDERED NECKLINE ON ORGANZA. DYED TROUSER.



feel the BREEZE



PR 52004 - 3 PIECE
PRIMA SCHIFFLI

PRINTED CHIFFON DUPATTA WITH CROCHET LACE. EMBROIDERED PRINTED LAWN SHIRT FRONT & SLEEVES WITH CROCHET LACE FOR SLEEVES. PRINTED LAWN BACK. EMBROIDERED TROUSER.



PR 52001 - 3 PIECE
PRIMA SCHIFFLI

EMBROIDERED PRINTED CHIFFON DUPATTA. EMBROIDERED PRINTED LAWN SHIRT FRONT & SLEEVES WITH PRINTED LAWN BACK. EMBROIDERED TROUSER.

PR 52010 - 3 PIECE
PRIMA SCHIFFLI

PRINTED CHIFFON DUPATTA
WITH DUPATTA LACE.
EMBROIDERED PRINTED LAWN
SHIRT FRONT & SLEEVES WITH
PRINTED LAWN BACK. DYED
TROUSER.

TROPICAL
SURREAL

CUTWORK **PRIMA** COLLECTION

PR 52008 - 3 PIECE
PRIMA SCHIFFLI

PRINTED CHIFFON DUPATTA WITH DUPATTA LACE. EMBROIDERED PRINTED LAWN SHIRT FRONT & SLEEVES WITH PRINTED LAWN BACK. EMBROIDERED PRINTED TROUSER.





PR 52008 - 3 PIECE
PRIMA SCHIFFLI

PRINTED CHIFFON DUPATTA
WITH DUPATTA LACE.
EMBROIDERED PRINTED LAWN
SHIRT FRONT & SLEEVES
WITH PRINTED LAWN BACK.
EMBROIDERED PRINTED
TROUSER.



PR 52006 - 3 PIECE
PRIMA SCHIFFLI

PRINTED CHIFFON
DUPATTA WITH DUPATTA
LACE. EMBROIDERED
PRINTED LAWN SHIRT
FRONT & SLEEVES WITH
PRINTED LAWN BACK.
EMBROIDERED TROUSER.



PR 52006 - 3 PIECE
PRIMA SCHIFFLI

PRINTED CHIFFON DUPATTA
WITH DUPATTA LACE.
EMBROIDERED PRINTED LAWN
SHIRT FRONT & SLEEVES
WITH PRINTED LAWN BACK.
EMBROIDERED TROUSER.





PR 52002 - 3 PIECE - PRIMA SCHIFFLI

EMBROIDERED CHIFFON DUPATTA. EMBROIDERED PRINTED LAWN SHIRT FRONT & SLEEVES WITH EMBROIDERED BORDER FOR SHIRT. PRINTED LAWN BACK. DYED TROUSER.

PRIMA

CUTWORK

PR 52007 - 3 PIECE
PRIMA SCHIFFLI

EMBROIDERED PRINTED CHIFFON DUPATTA.
EMBROIDERED PRINTED LAWN SHIRT FRONT & SLEEVES WITH PRINTED LAWN BACK. DYED TROUSER.



PR 52007 - 3 PIECE
PRIMA SCHIFFLI

EMBROIDERED PRINTED CHIFFON
DUPATTA. EMBROIDERED PRINTED LAWN
SHIRT FRONT & SLEEVES WITH PRINTED
LAWN BACK. DYED TROUSER.

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PRINTED

Legacy

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THE ORIGINAL LAWN®

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THE ORIGINAL LAWN®





3 PIECE PRINTED LAWN







PRINTED LAWN DUPATTA. PRINTED
LAWN SHIRT. DYED TROUSER.

CL 52507 - 3 PIECE PRINTED LAWN





CL 52390 - 3 PIECE
PRINTED LAWN

PRINTED LAWN DUPATTA. PRINTED
LAWN SHIRT. DYED TROUSER.



CL 52503 - 3 PIECE
PRINTED LAWN

PRINTED LAWN
DUPATTA. PRINTED
LAWN SHIRT. DYED
TROUSER.

CL 52506 - 3 PIECE PRINTED LAWN

PRINTED LAWN DUPATTA. PRINTED LAWN SHIRT. PRINTED TROUSER.













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CL 52508 - 3 PIECE PRINTED LAWN

PRINTED LAWN DUPATTA. PRINTED LAWN SHIRT. DYED TROUSER.







CL 52509 - 3 PIECE PRINTED LAWN

PRINTED LAWN DUPATTA. PRINTED LAWN SHIRT. DYED TROUSER.



CL 52505 - 3 PIECE
PRINTED LAWN

PRINTED LAWN
DUPATTA. PRINTED
LAWN SHIRT. DYED
TROUSER.

CL 52511 - 3 PIECE PRINTED LAWN

PRINTED LAWN DUPATTA. PRINTED LAWN SHIRT. DYED TROUSER.



CL 52510 - 3 PIECE
PRINTED LAWN

PRINTED LAWN DUPATTA. PRINTED
LAWN SHIRT. DYED TROUSER.

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THE ORIGINAL LAWN®

TL 52085 - 2 PIECE
EMBROIDERED LAWN

EMBROIDERED LAWN SHIRT
FRONT & SLEEVES WITH
EMBROIDERED BORDERS FOR
FRONT & BACK. DYED LAWN
BACK. DYED TROUSER.







TL 52087 - 2 PIECE EMBROIDERED LAWN

EMBROIDERED LAWN SHIRT FRONT & SLEEVES. DYED LAWN BACK. DYED TROUSER WITH EMBROIDERED BORDER.

TWO PIECE EMBROIDERED

TL 52083

EMBROIDERED LAWN
SHIRT FRONT & SLEEVES
WITH EMBROIDERED
BORDERS FOR FRONT &
BACK. DYED LAWN BACK.
DYED TROUSER.





TL 52099 - 2 PIECE
EMBROIDERED LAWN

SCHIFFLI EMBROIDERED LAWN
SHIRT FRONT & SLEEVES. DYED
LAWN BACK. DYED TROUSER.







TL 52084 - 2 PIECE EMBROIDERED LAWN

EMBROIDERED LAWN SHIRT FRONT & SLEEVES WITH EMBROIDERED BORDERS FOR FRONT & BACK. DYED LAWN BACK. DYED TROUSER.



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INTRODUCING

COTTON SILK

KAFTAN

LIMITED EDITION

AVAILABLE STITCHED & UNSTITCHED





KFN 52001
PRINTED COTTON SILK KAFTAN.

KFN 52002

PRINTED COTTON
SILK KAFTAN.

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THE ORIGINAL LAWN®

RETURN TO THE BOLD PRINTS

FLEUR DÉ MER

Striking prints and intricate detail – stand out in the season's freshest blooms







CL 52058 - 3 PIECE
PRINTED LAWN

PRINTED LAWN
DUPATTA. PRINTED
LAWN SHIRT. DYED
TROUSER.







CL 52061 - 3 PIECE
PRINTED LAWN

PRINTED LAWN DUPATTA. PRINTED
LAWN SHIRT. DYED TROUSER.

CL 52379 - 3 PIECE
PRINTED LAWN

PRINTED LAWN
DUPATTA. PRINTED
LAWN SHIRT. DYED
TROUSER.

CL 52429 - 3 PIECE
PRINTED LAWN

PRINTED LAWN
DUPATTA. PRINTED
LAWN SHIRT. DYED
TROUSER.





CL 52430 - 3 PIECE PRINTED LAWN

PRINTED LAWN DUPATTA. PRINTED LAWN SHIRT. DYED TROUSER.

CL 52527 - 3 PIECE
PRINTED LAWN

PRINTED LAWN
DUPATTA. PRINTED
LAWN SHIRT. PRINTED
TROUSER.

CL 52563 - 3 PIECE
PRINTED LAWN

PRINTED LAWN
DUPATTA. PRINTED
LAWN SHIRT. DYED
TROUSER.

CL 52570 - 3 PIECE PRINTED LAWN

PRINTED LAWN DUPATTA. PRINTED LAWN SHIRT. DYED TROUSER.

CL 52498 - 3 PIECE PRINTED LAWN

PRINTED LAWN DUPATTA. PRINTED LAWN SHIRT. DYED TROUSER.







THE ORIGINAL LAWN®

cotton sarees

LIMITED EDITION



SR 52009 - 3 PIECE PRINTED SAREE

PRINTED DENTING LAWN SAREE. PRINTED LAWN BLOUSE. DYED PETTICOAT.









SR 52007 - 3 PIECE PRINTED SAREE

PRINTED DENTING LAWN SAREE. PRINTED LAWN BLOUSE. DYED PETTICOAT.







SR 52011 - 3 PIECE PRINTED SAREE

PRINTED DENTING LAWN SAREE. PRINTED LAWN BLOUSE. DYED PETTICOAT.

STORE LOCATOR

KARACHI
Askari - Malir Cantt. Station Shopping Complex. 021-34196002-5
Bahadurabad, Near Char Minar Chowrangi. 021-34858951-54
Clifton, Dolmen Mall Clifton. 021-35296106-10
Clifton, Dolmen Mall Clifton (Salt by Ideas) 021-35370089
Near Schon Circle. 021-35374131-5
Gulistan-e-Johar, Block 12. 021-34019701
Mosamiyat. 021-34177282-3
KDA Market. 021-34173761-4
Lucky One Mall. 021-37181046-50
Hyderi, Block H. 021-36724481-88
FPS – EASTERN, Sector 3. 021-35120395-(7404)
Landhi Industrial Area, Near Manzil Pump. 021-35016514
FPS 8, Near Dawood Chowrangi. 021-35019805
Atrium Mall, First Floor. 021-35643166-9
Shahrah-e-Faisal, Metro Cash & Carry Store. 021-34602257-59
Square One Mall, Near Askari 4 Stadium Road 021-33399377
Tariq Road, Dolmen Mall Tariq Road. 021-34321181-3
Main Liberty Chowk. 021-3489554-55
North Walk, Near KDA Chowrangi 021-33393257
Mega Mall, Near Johar Chowrangi 021-33460058

LAHORE
Allama Iqbal Town, Pak Block. 042-37800577
Bahria Town, Jasmine Mall. 042-37862763 & 042-37862863
Packages Mall. 042-38915840
DHA, Y Block. 042-37199812
EME Society, Canal West Bank Road. 042-35452973-79
Gulberg, College Road. 042-32299272 & 042-32312492
Gulshan-e-Ravi, Block A, Main Boulevard. 042-37480443
Johar Town, Emporium Mall. (Ideas) 042-32592207-8
Johar Town, Emporium Mall (Salt by Ideas) 042-32592291
Lahore Cantt, Fortress Square Mall. 042-37341288-91
Mall Road, Main Commercial. 042-36309166-8
Model Town, Amanah Mall. 042-35131638-40
Ravi Road, Metro Cash & Carry Store. 042-37947261-3
Shadbagh Scheme, Shadbagh. 042-37608155
Shalimar Link Road, Near Ladhi Gas Factory. 042-36820098
Wapda Town, PIA Housing Society. 042-35955403
Dolmen Mall (Salt by Ideas) 042-37263046

ISLAMABAD
DHA, World Trade Center - WTC, 051-2725524
F-7, Main Markaz. 051-2652491-96
F-8, Tha Centaurus Mall. 051-2701240-5
F-10, Main Markaz. 051-2113614-19

RAWALPINDI
Bahria Town, Sikandar Arcade. 051-5412113
PWD, Block D. 051-5421275-6 & 051-5421261
Saddar, Bank Road. 051-5120792-6
Satellite Town, Commercial Market Road. 051-4571079

HYDERABAD
Auto Bhan Road, Boulevard Mall. 022-3413137-39
Railways Employees Housing Society.
022-3411096-7 & 022-341121-2
Cantt., Chandni Bazaar, Cantonment Shopping Center.
022-2729972-3 & 022-2729934
Tilak Chari, Church Building. 022-2635003-4

ARIFWALA
Building No. 80 – Arifwala. 045-7830492

ATTOCK
Pleader Lane - Tehsil & District - 057-2700695

AZAD JAMMU KASHMIR
Mirpur, Muhammad Ismail Plaza, Kotli Road. 05827-437353-55
Muzaffarabad, Neelum Road. 05822-442833

BAHAWALNAGAR
Police Line Road 063-2607944

BAHAWALPUR
Haqi Center, DC Office Chowk. 062-2281224 & 062-2281227

BUREWALA
Multan Road. 067-3351012-13

CHAKWAL
Talagang Road. 0543-540218-9

DG KHAN
Moaza Dera Gharbi. 064-2407845-46

D.I. KHAN
Circular Road. - 0966-711193

DASKA
College Road. - 052-6614445

FAISALABAD
Jinnah Colony, Gulberg Police Station Road. 041-2642013
Kohinoor City, Ali Tower, Jaranwala Road. 041-8535688-86
Nasar Ullah Khan Town, Lyallpur Galleria Mall. 041-5227237

GUJRANWALA
By Pass Road, Kings Mall. 055-4284131-6
GT Road, Fazal Center. 055-3861225
Satellite Town, Block B. 055-3841221-23

GUJRAT
Katchery Road. 053-3608430

HAFIZABAD
Bajwa's Plaza, Post Office Road. 0547-522020

HARIPUR
Main Bazar - 0995-610765

JARANWALA
Naya Bazar. 041-4310582

JHELUM
Deen Plaza - Civil Lines. 0544-623094-96 & 0544-277182-84

JHANG
Alfateh Plaza, Kachehri Chowk. 0477-651193

KASUR
Chandni Chowk, Railway Road. 0492-760660 & 0492-770042

KHANEWAL
Sir Syed Road. 065-2551184

LARKANA
Ward C, Nawa Tak, New Station Road. 074-4045005

MANDI BAHUDDIN
Hakim Mall, Jail Road. 054-6502431-93

MANSEHRA
Near Bypass Road, Abbottabad Road. 0997-300924

MARDAN
Mardan Nowshehra Road. 0937-861507-9

MIANWALI
Sony Khel Market. 0459-230539

MIRPUR KHAS
Hyderabad Road. 023-3821001-2

MULTAN
Gulgasht, Plaza Musa Center. 061-6210035-8
Multan Cantt., Qasim Road. 061-4574005

NAROWAL
Circular Road. 0542-411281 & 83

NAWABSHAH
Mohalla Mohni Bazar. 0244-366281-4

OKARA
MA Jinnah Road. 044-2510526

PESHAWAR
Ittehad Cloth Market. 091-5854154-5.

PHALIA
Mall of Phalia. 0546-566813

QUETTA
Millennium Mall. 081-28304777

RAHIM YAR KHAN
Model Town, Town Hall. 068-5879100-3

SAHIWAL
Bhandari Chowk, Sir Syed Road. 040-4460222 & 040-4460444

SARGODHA
Ideas Sargodha, University Road. 048-3210430

SHEIKHUPURA
Ideas Sheikhupura, Sargodha Road. 056-3610087-88

SIALKOT
Sialkot Cantt. Mall of Sialkot. 052-4291710 & 052-4291711-2
V Mall. 052-4292070

SUKKUR
Muslim Co-Operative Housing Society. 071-5816596

SWAT
Swat Tower. 094-6883868

TALAGANG
Mianwali Road. 054-3410212

TAXILA
New City Arcade, Wah Cantt. 051-4624005

UPCOMING STORES

PESHAWAR - (Ideas) Main University Road
ISLAMABAD - ZETA-1 Mall
LAHORE - Dolmen Mall (Ideas)
SIALKOT - Brand Village Sialkot

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SHOP SCAN

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