



IDEAS HOME AUTUMN / WINTER COLLECTION

Welcome to IDEAS Home look book Autumn/Winter 2019.

This season, we identify key trends that will dominate your interior space; from tropical, floral, geometric and contemporary prints to traditional patterns.

These trends carry a signature look, and are inspired by rich patterns and motifs. The colors will warm up and refresh your space making it an ideal place to enjoy the coolness of the winter season, with the warmth of our collection.

This full bedding collection by IDEAS, offers you versatile themes and expressions for your bedroom with deep corals, rich tones of turquoise, deep blue hues and varying shades of magenta, which are neutralized and tinged with black, beige and whites.

Key designs to look out for are bohemian, tropical, autumn tale and urban prints, which are fusions of modern and contemporary designs.

The collection is packed with amazing textures and harmonized with our home accessories and bath linen collection.

Setup your home with our new collection.

ENTER THE WORLD OF IDEAS HOME!







AUTUMN TALE

Craftily extracted in shades of autumn ochers and tones of grey these palm leaves bring a tropical feel to your bedroom space. The bedding will wow you and uplift your room space.







BOHEMIAN

Welcome a warm, soothing atmosphere into your bedroom with this beautiful bohemian bedding. Featuring bold, geometric triangular mosaics coupled with floral leaves and intricately intertwined with colorful patchwork, this set give a complete bohemian guise to any bed room space, full of charisma!

Play with MOTIFS



CARMINE

Accented with traditional touches, this bedding creates a charming set that feels as good as it looks. Sure to excite the eye, this design boasts a vibrant grand scale medallion design, with artfully interwoven textures and layers.





CITRUS

This bedding is a perfect example of modern creativity inspired by traditional Ralli craft. Unique in design, with colorful geometric patterns across the duvet surface, this work of art creates an ambiance that will become a characteristic of your home.





GET A FEEL



COUGAR

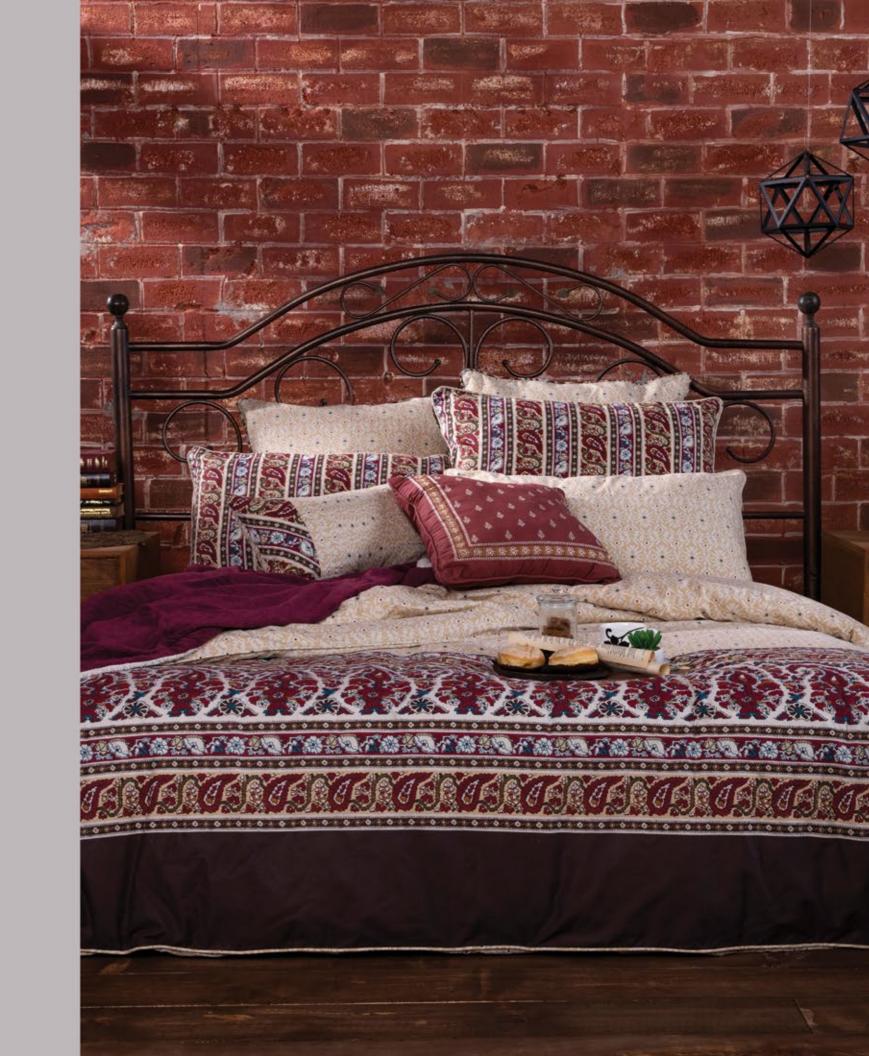
Update your bedroom with this fashionable Cougar bedding that features a brushstroke safari pattern. This set fuses cheetah and leopard prints for a stunning look. The safari pattern in an array of brown hues will make a good night's sleep feel even better.





FOLK FLARE

Energize your bed with this traditional paisley inspired folk flare bedding. This beautiful set displays a multicolor paisley motif pattern that will complement just about any bedroom. This bedding set will make major improvement to your room's style and comfort.







CORAL ROSE

Add romance and charm to your bedroom with this beautiful bedding set. Contemporary designs with coral florals on a grey background are balanced with a blue floral sheet that makes it a must have. Amplify your bedroom with this eye-catching bedding.









KUNDUZ

Bringing together a beautiful mix of antique and contemporary details, the traditional detailing reminiscent of Afghani intricate carpet weaving shines through in this colorful bedding. Colors which are balanced with the detailed motifs give an authentic feel and look. It is well coordinated with a printed reverse and complemented by an ocher sheet, which works harmoniously with any contemporary style.





KUTCH MIRROR

Celebrate a fresh voice of color and pattern this winter with our Kutch Mirror bedding. Inspired by Sindhi Kutch mirror embroidery technique and trims, this bedding will create an authentic yet eclectic look for your bedroom.







CORNUS

The Cornus bedding set brings a touch of glamour to your room with it's intricate and modern floral silhouettes mixed with ethnic paisley motifs. A mix and match of the vibrant floral bed sheet along with it, offers a fresh take on its traditional design.







OCHER

A contemporary design which is perfectly suited to give you warmth and a sense of relaxation. Aromatic of traditional patterns and motifs, this bedding will add a touch of exotic beauty to your bedroom. Enjoy the ease of elegance in any setting.

Play with TONES



REDWING

An eclectic fusion of classic mixed with contemporary, this design offers a dazzling spectrum of design, texture and color. The duvet cover is a stunning exploration of tropical feel, showcasing redwing bird with botanical etchings. The refined style of the Redwing quilt cover will add an air of elegance to any home.





NAUTICAL

Bring a playful look to your bedroom with this eye-catching bedding set. It features a whimsical Navajo inspired design in popping colorful pallet balanced well with off white back ground and stripe sheet.





Play with SHAPES



SKYLIGHT

Makeover and refresh your bedroom this season with just a single touch. Start with this fun and decorative bedding. A modern interpretation of an art piece, creating a look of dry brush strokes and geometric maze patterns, this bedding set is a standout.

Complete the look with coordinating playful geometric sheet.





TANGERINE

Taking inspiration from traditional floral print design, the Tangerine duvet set captures an effortless sophistication and modern style for any bedroom. This luxuriously sophisticated bedding will bring a touch of glamour to your bedroom.

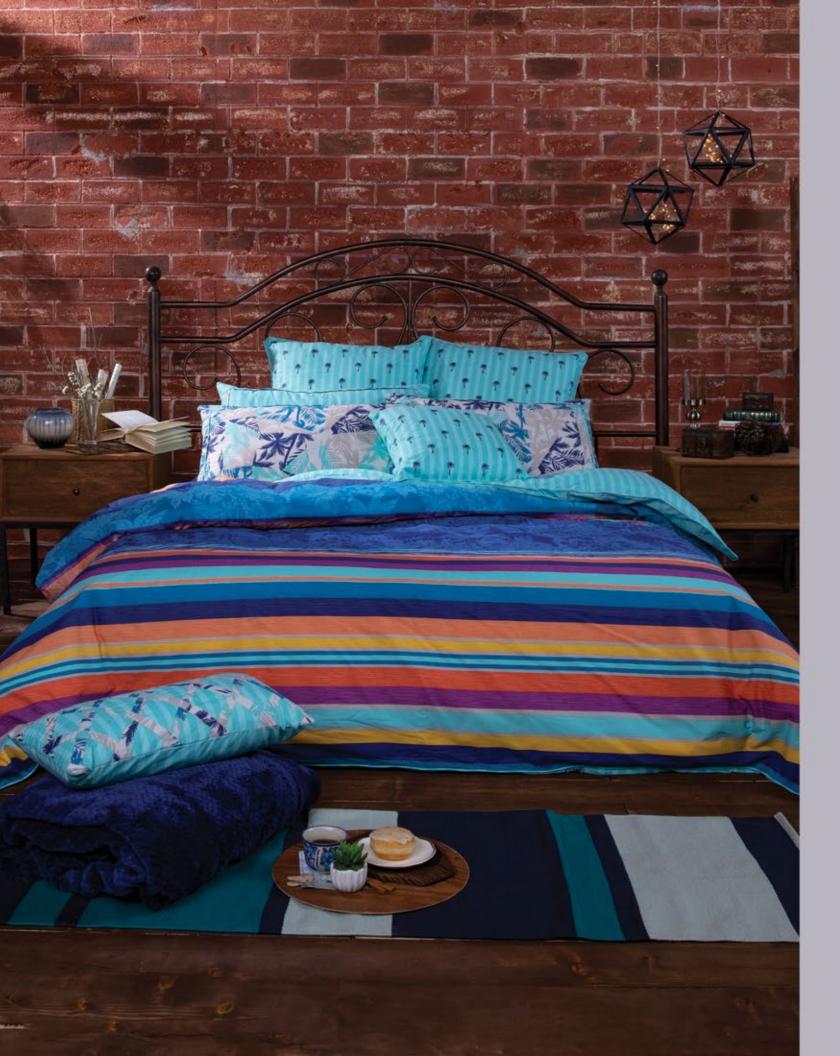




ORCHID

Bring a style to your bedroom with this intricate damask design. This orchid bedding is inspired by damask pattern with a color palette of rich hues of greys and orchid, complemented by a subtle reverse and a patterned sheet. Add a contemporary touch to any sleeping space.







TROPICAL

A modern contemporary bedding with tropical feel. With pops of colorful palm trees, our elegant Tropical bedding lifts your spirits and brings a tropical vibe to your bedroom. The motifs overlay each other creating a rich, patterned effect over multi-color bands. The bedding will wow you and lift your room space.



GET A STYLE



URBAN

Recharge your bedroom with an ethnic appeal. A sketch view look of Pakistan's popular monuments will add an artifact in your bedroom space. This striking monochromatic design is a must buy.





TARTAN

This set offers a classic and cozy update for your bedroom featuring a plaid print for a casual look. The houndstooth matching striped sheet adds dimension and allure to the bed set. This bedding is perfect for sprucing up your bedroom.









ACHROMIC

Bring sophistication to your bedroom with this black and white bedding. Decked with a paisley pattern with geometric details in fashionable hues of black and white, this gorgeous bedding is the perfect addition to any room's décor this winter.

GET A LOOK

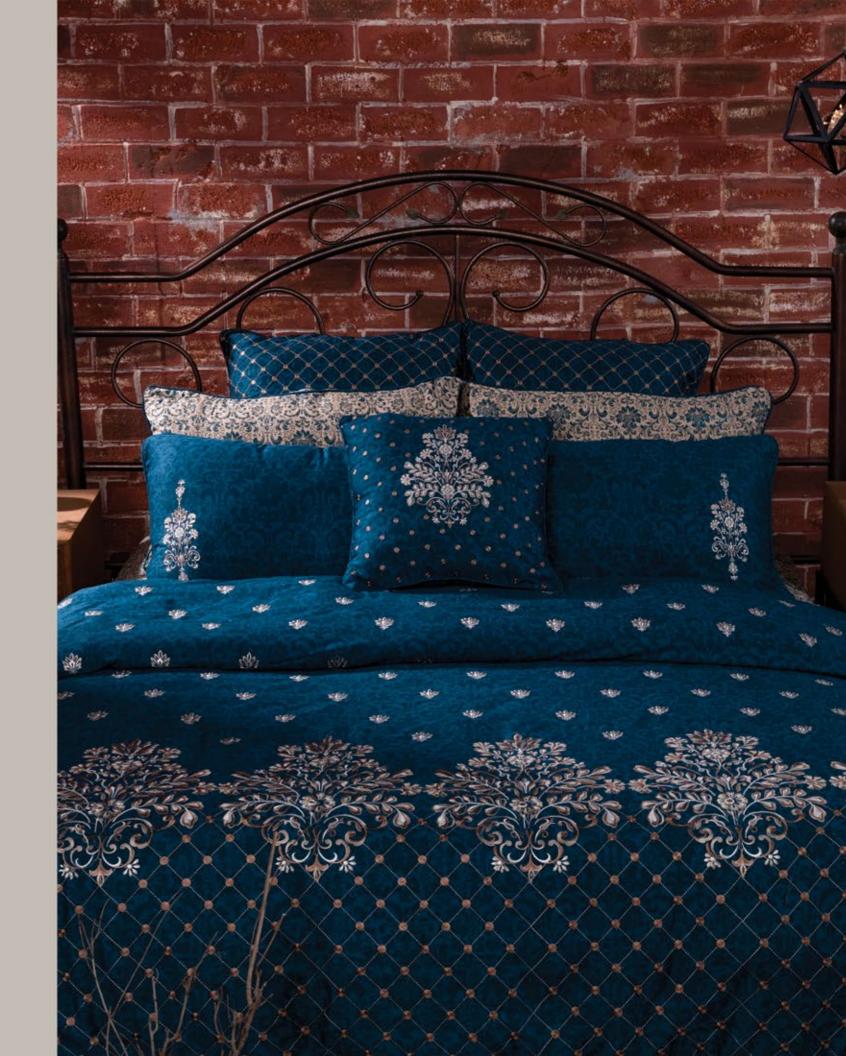


ALPINE

This stunning floral embroidery over print is a must have.

The patterns satisfy aesthetic tastes and sensibilities while the color satisfies the tranquil and peaceful mood.

Live in luxury with this set.







Play with SHAPES



ASKEW

A bold, asymmetrical geometric pattern, sets a perfect tone to dress your room this winter. With simplicity at its best, the contrasting contemporary color palette makes a beautiful bed that will lift up any bedroom space.



DOVE

Eccentric design meets modern comfort in this set that features an Uzbek geometric inspired embroidery in bright colors mixed with the overall subtle pattern.

For a crisp and refreshing appeal, make a charming addition to your bedroom with this set.



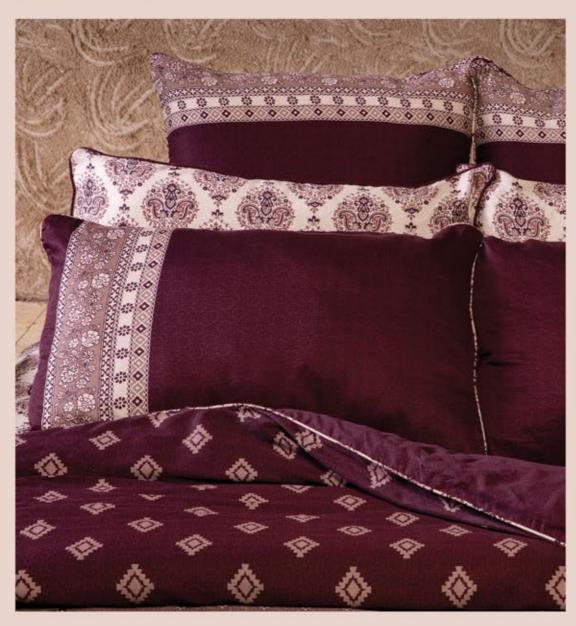




BAROQUE

Transform your bedroom into an elegant, inviting space you have always dreamed of. The luxurious medallion rich design in refined color scheme will adorn your bedroom in a subtle color palette of brown and beiges. A large detailed medallion motif is the highlight of this rich bedding set, with a contrasting dark color sheet that perfectly complements the ensemble.





CLARET

Indulge yourself in spa like luxury with this detailed self-patterned bedding set. Adorned with ethnic paisley pattern in hues of muted red claret and whites, this unique bedding livens your room's décor.







BREEZE

Brighten up your winters by bringing this classic charm to your bedroom. The traditional floral inspired design, mesmerizing pattern and fresh colors instantly adds a classic yet modern flair to your room.



GARDENIA

Transform your bedroom in to an art piece with this fabulous floral design. The brush stroke floral pattern in shades of green and greys instantly adds a contemporary touch to your sleeping space.









FIESTA

Dramatize your bedroom with this tribal inspired bold geometric print.

It features a triangular pattern in warm bright tones of orange, peach, rust, deep purple, turquoise and pink that reflects impeccable style and instantly adds a contemporary touch to your sleeping space.





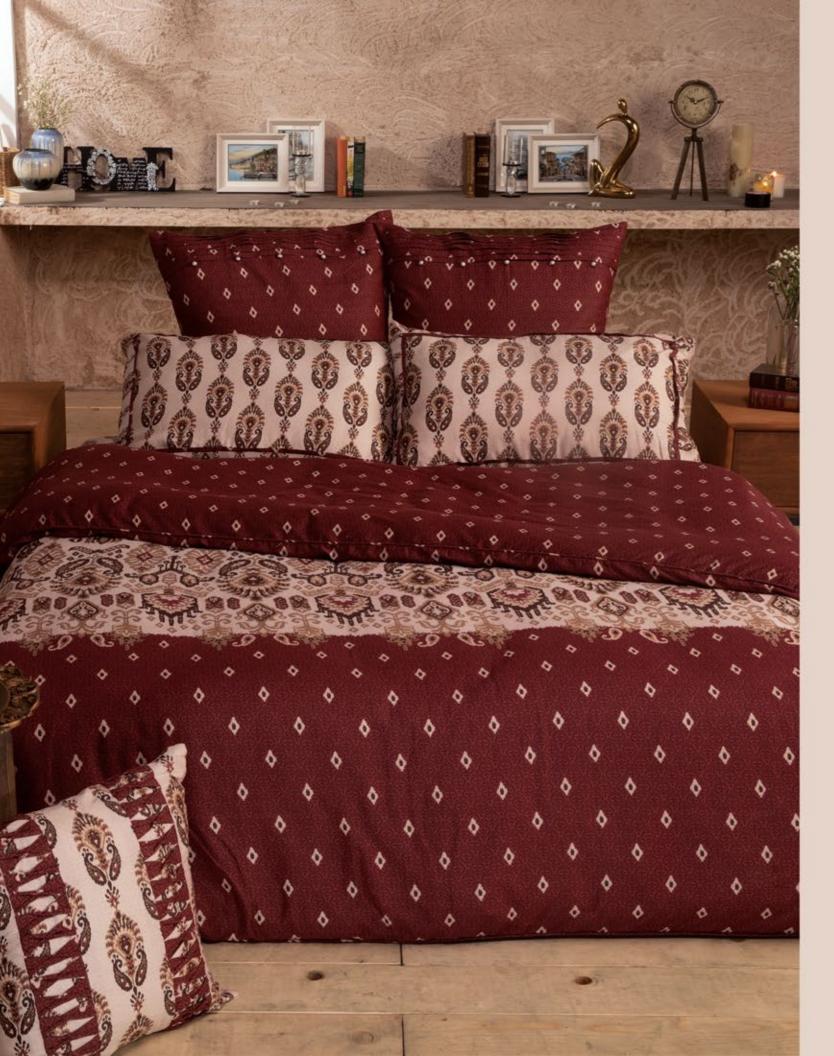
MEDALLION

Welcome a warm, soothing atmosphere into your bedroom.

Adorned with medallion block print Suzani pattern in soft color palette of rust and browns, this set provides an understated elegance in transitionally designed bedrooms.









MAHOGANY

Whether your master suite is in need of a makeover or you're giving the guest room an upgrade, this vibrant ikat inspired bedding is an eye-catching selection. The hues of browns and maroon will surely make a statement.



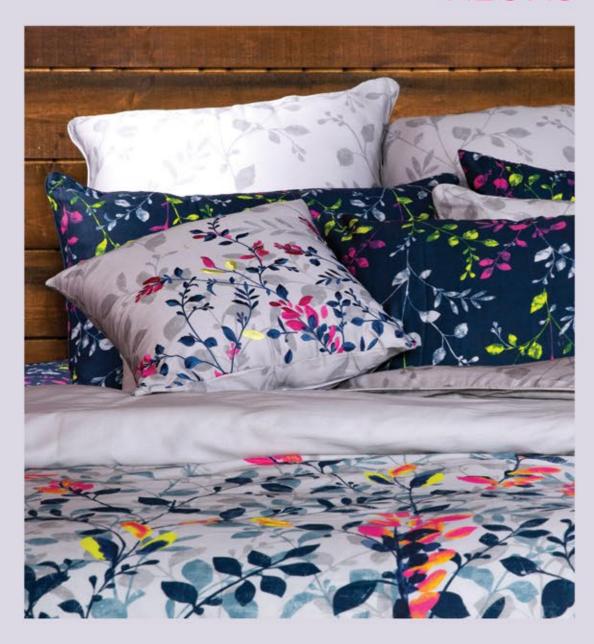


MEADOW

A whimsical design with trans-seasonal appeal, charming water color florals feature over the black and white background to create a playfully elegant look with this beautiful bedding. This bedding brings luxury warmth and comfort.

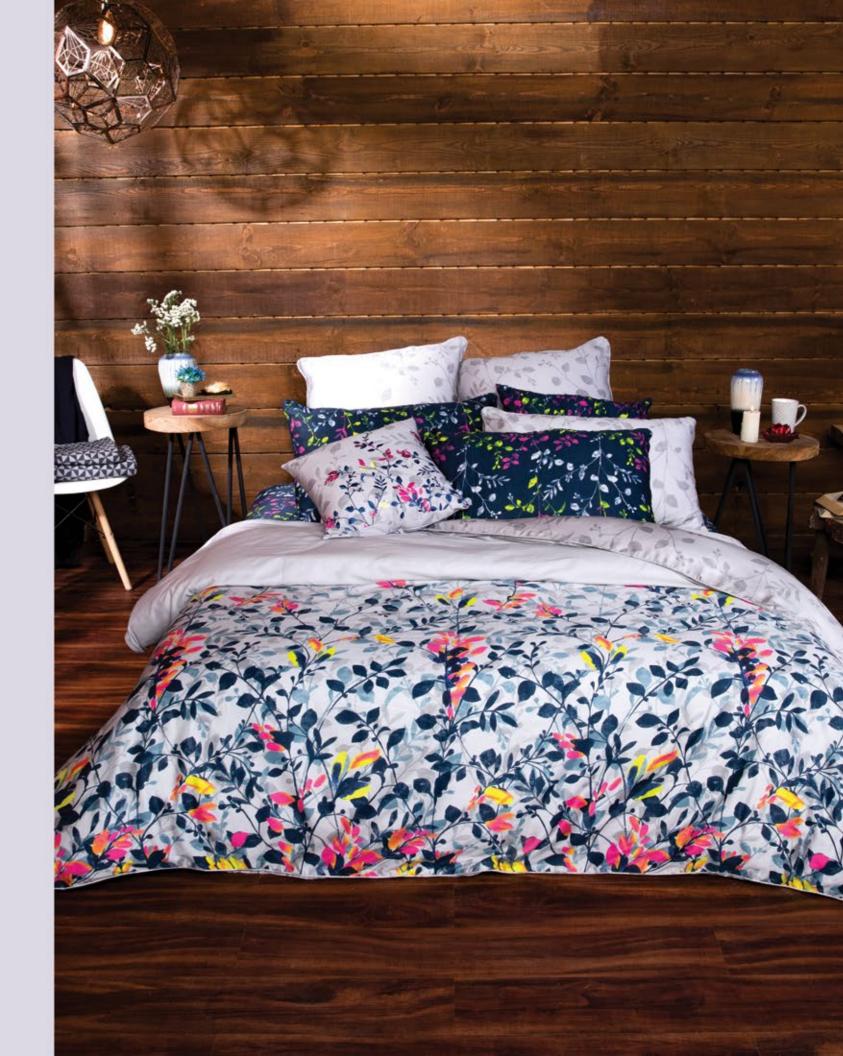


Play with NEONS



NEON GLORY

Create a dreamy centerpiece of flora, accented with pops of citrus and blush. Transform your bedroom by adding touches of modernism and adventure. The beautifully detailed printed sheet creates a striking statement that will enhance your bedroom and create a fresh and unique look for your room.





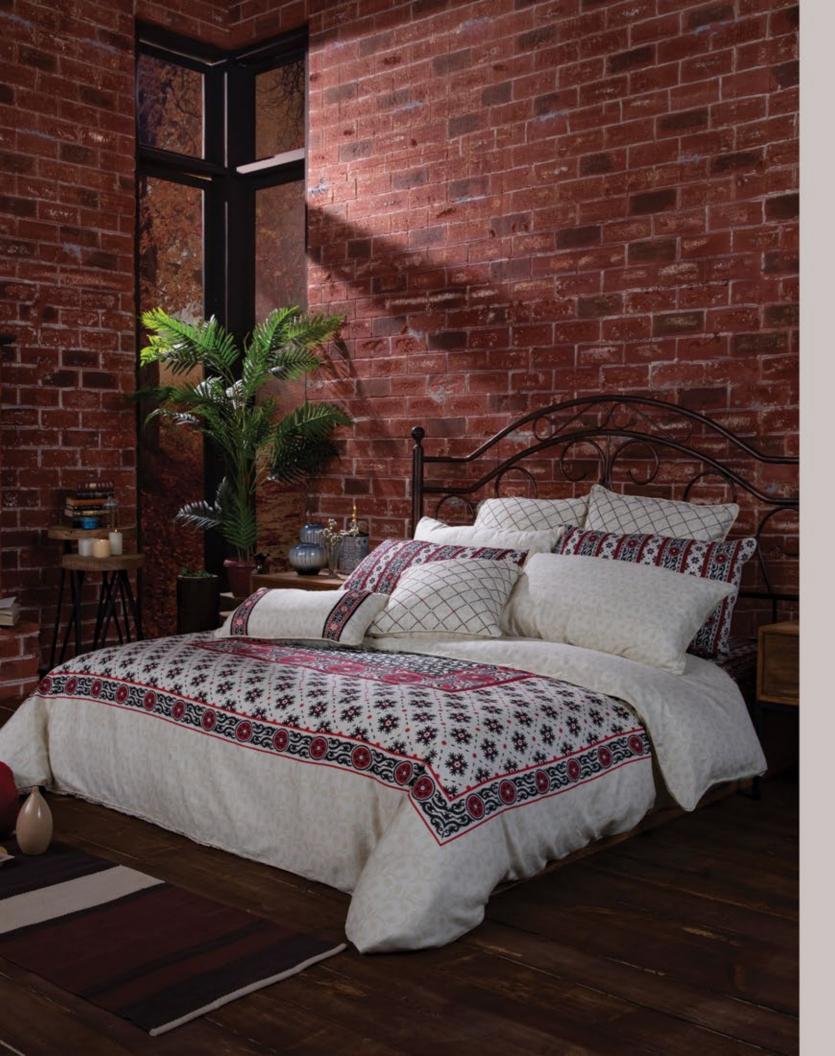


SCARLET

Invite a bright and beautiful decorative vibe to your sleeping space. This vibrant bedding is decked out in detailed medallion print that is sure to liven your décor.





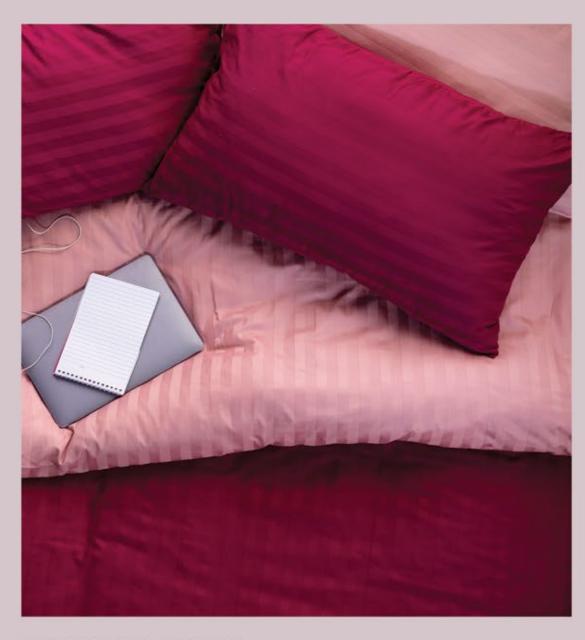




UZBEK SUZANI

Enhance your bedroom and create a unique look for your room with Suzani, a type of Uzbek embroidery and decorative tribal textile, that inspires this bedding. For a distinctive appeal, make a charming addition to your bedroom with this set.





FUCHSIA PINK







GET A LOOK



GOLD

Transform your bedroom into the elegant, inviting space you've always dreamed of with this immaculate set. This luxurious design and refined color scheme is resonant of lavish spaces, elevating any space into a lavish retreat. Embroidery details and pops of gold will make you feel like the royalty you are.



Play with TONES



EDEN

A vintage elegance with classic floral design, this set will add chic charm to your room. This lovely floral duvet is coordinated with a striped reverse and a floral sheet.

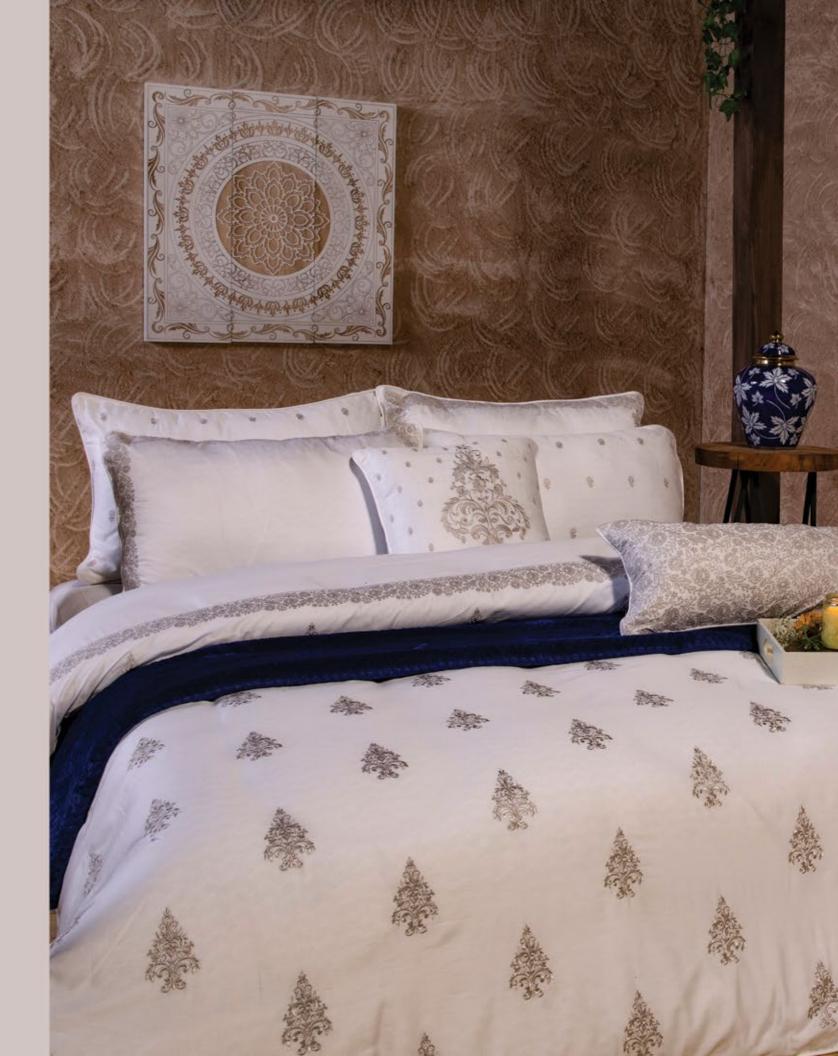








LACE





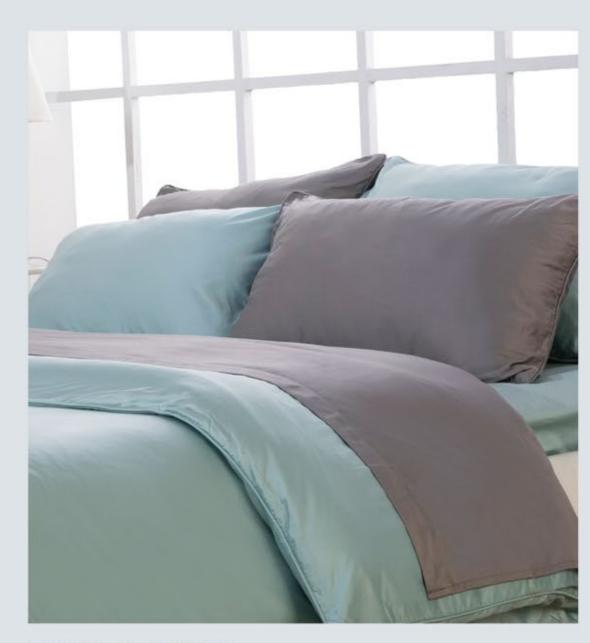


TEA PINK









MINT & GREY



GET A LOOK



ATLAS

Let your child explore the world with the hot air balloon sheet. The best learning gift for children, our color-in world map duvet brings fun to learning- even as they sleep!







COMIC

theme bedding! The unique designs will match well with various color palettes of your young one's room décor and accessories.

GET A VIBE



PENGUIN

Dress up your kids' room with this lovely Penguin Bedding. Your little ones will adore these playful penguins, setting the right tone and mode this winter.





Play with COLORS



GALAXY

A vintage elegance with classic floral design, this set will add chic charm to your room. This lovely floral duvet is coordinated with a striped reverse and a floral sheet.









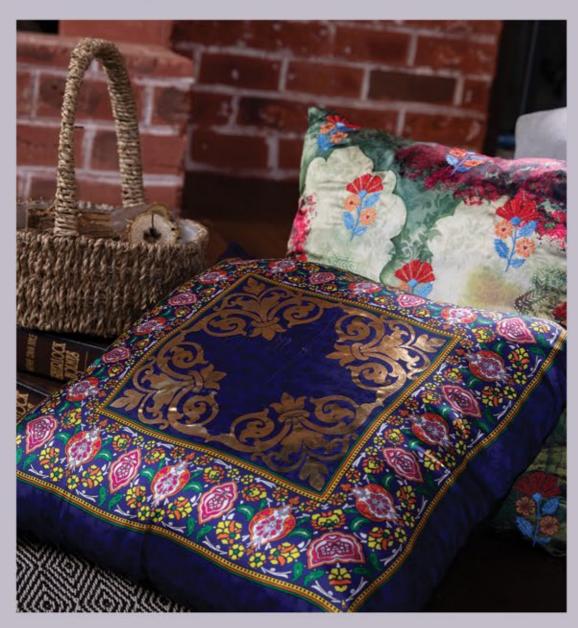






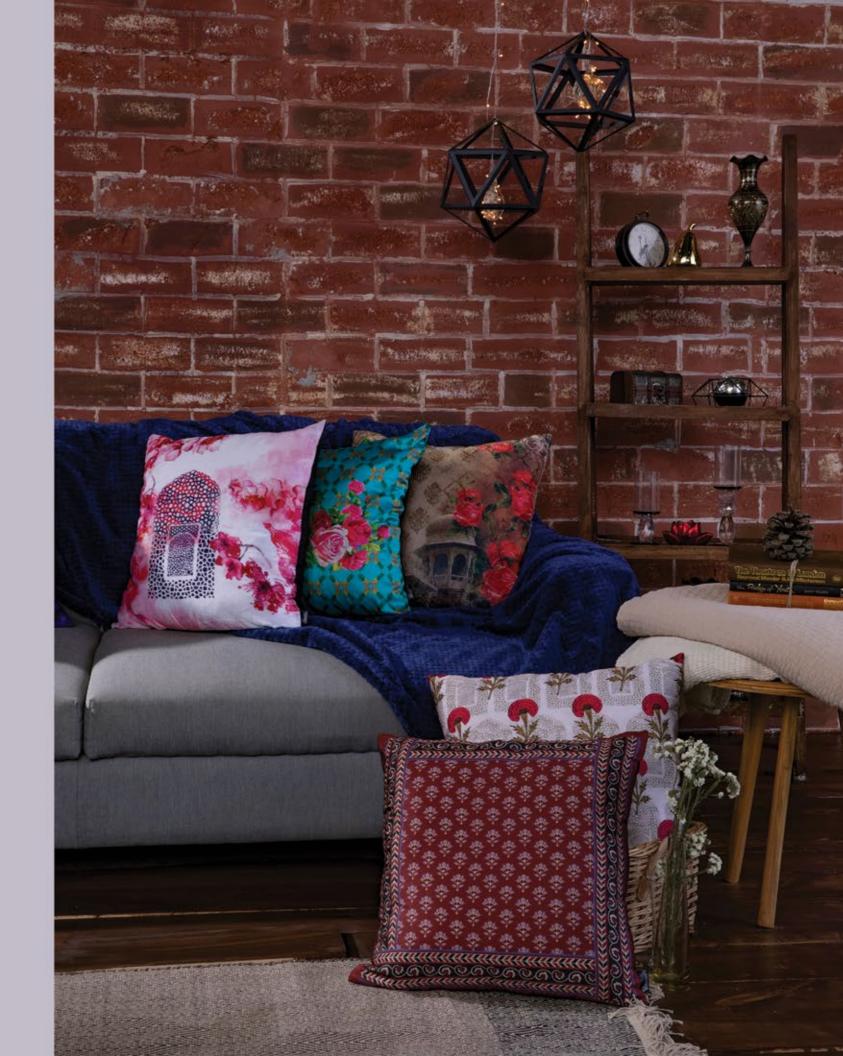






FEEL TO RELAX

Make yourself the coziest corner to sit in with a blend of comfort and sophistication. This collection features a beautiful array of cushion covers, which are guaranteed to add that charm.







Play with COLORS

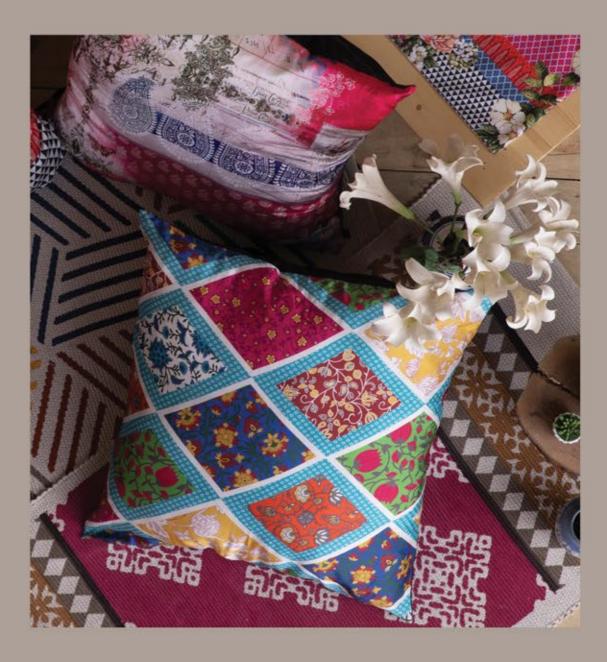


ENCHANTED COZY COMFORT

Integrate upscale luxury into your home decor with our range of designer cushion covers. These packs of 4 feature intricate detail and traditional extravagance. Add this to your home décor and trumpet your eye for exclusivity today, and every day.







FLOOR COMFORT

This assorted collection of vibrant colors and contemporary patterns make each cushion cover unique. Engage your senses in the realm of comfort with these relaxing floor cushion covers.



FASHION-EASE

These pouches are not just functional, they can also be a part of your overall style aesthetic. Storing your essentials just became easier with our range of utility pouches. With beautiful, elegant designs and vibrant motifs, these pouches are not only useful but also work as an extension of your creative personality.





























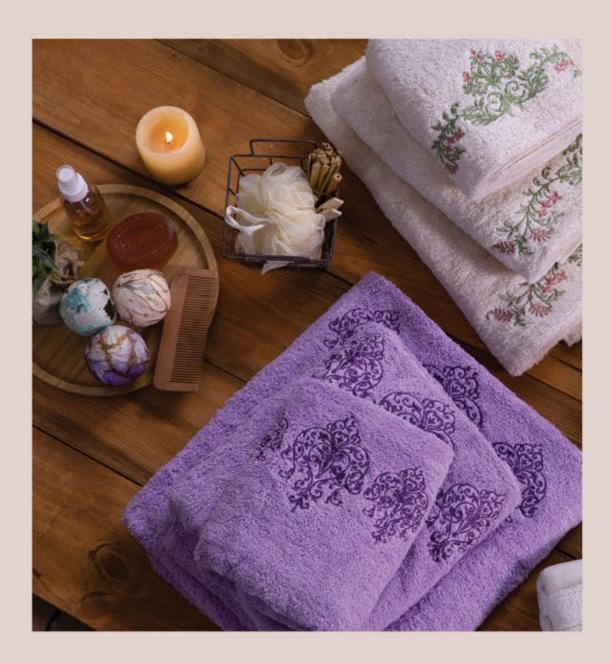
COMBED TOWELS

Made from 100% Cotton, pamper yourself after every bath with our irresistibly soft and finely combed towels.

AVAILABLE IN







EMBROIDERED TOWELS

Give your bathroom an instant make over with our embroidered towels. These comfortable towels are made from 100% Cotton, they are soft, durable and absorbent.

AVAILABLE IN



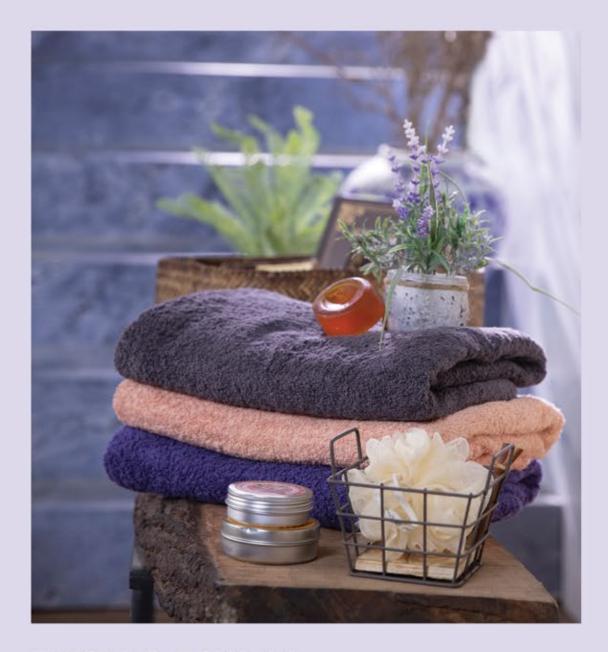
ZERO TWIST TOWELS

Excellent absorbency and exceptional softness make our gorgeous collection of zero twist towels the perfect little luxury you can enjoy every day.

AVAILABLE IN







BAMBOO TOWELS

Irresistibly soft bamboo towel collection will take you to a new level of relaxation. Enjoy a luxurious experience at home with our Bamboo towel range. These elegant towels add sensational softness and style to your bathroom.

AVAILABLE IN





JACQUARD TOWELS

Get mesmerized with our exclusive jacquard towel collection.

AVAILABLE IN









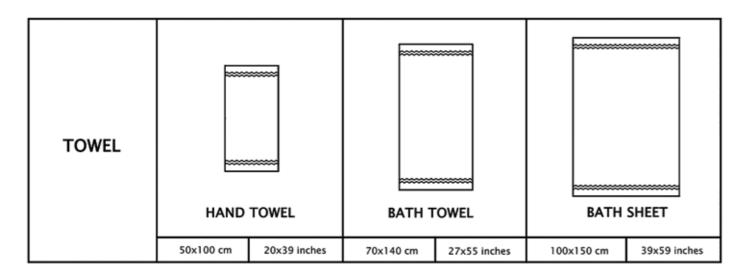
BEDDING BASICS

Our finest range of Bedding Basics combines innovation and luxury to give you the ultimate comfort. For a truly luxurious night's sleep, choose only the best.

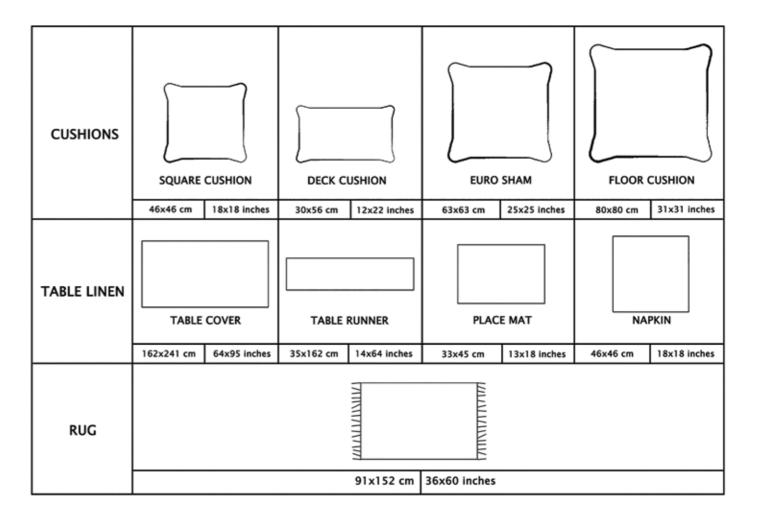
Size Guide _____

ARTICLE	SINGLE		DOL	JBLE	KING		
	CM INCHES		CM	INCHES	СМ	INCHES	
DUVET COVER QUILTED THROW COMFORTER	152x240 60x94		230x240	90x94	265x240	104x94	
BED SHEET	160x260 63x102		240×260	240×260 94×102		106×102	
FITTED SHEET	106x198+25 42x78+10		183x198+25	72x78+10	213x198+25	84x78+10	
COTTON LINEN BED THROW THERMAL BLANKET FLEECE THROW	145x240	57x94	200x240	79x94	-		

	CM	INCHES	
PILLOW CASE	48x76+15	19x30+6	



BATHROBE		SIZES	xs	s	м	L	XL
		LENGTH	110 cm	112 cm	114cm	116 cm	120 cm
		CHEST	50 cm	52 cm	54 cm	56 cm	62 cm
		SLEEVES	46 cm	48 cm	50 cm	52 cm	54 cm
		ARM HOLE	24 cm	26 cm	26 cm	28 cm	30 cm
		POCKETS	18x20cm	18x20cm	18x20cm	18x20cm	18x20cm
		BELT	180x4cm	180x4cm	180x4cm	180x4cm	180x4cm



Store Locator

KARACHI

Bahadurabad Arcade, Shop No. 5 & 6, Block-3, Near KFC, Bahadurabad. 021-34858951-54

Block-9, Ground Floor, Razi Towers, Near Schon Circle, Main Clifton. 021-35374131-5

Dolmen City, Ground Floor, Clifton. 021-35296106-10

The Ocean Mall, Third Floor, Block-9, Clifton. 021-35140831-35

DHA, The Place, Ground Floor, Khayaban-e-Shaheen, Phase-8. 021-35249725

Hyderi, Block H, Adj. Salma Pari Mall, North Nazimabad. 021-36724481-88

Lucky One Mall, Block-21, F.B. Area, Rashid Minhas Road. 021-37181046-50

Millennium Mall Ground Floor, Main Rashid Minhas Road. 021-34603366 & 021-34680671

Shahrah-e-Faisal, Metro Cash & Carry Store, Star Gate. 021-34602257-59

Tariq Road, 3rd Floor, Dolmen Mall, P.E.C.H.S. 021-34321181-3

Main Liberty Chowk. 021-3489554-55

University Road, Ground Floor, Al Khyber Market, Adj. Samama Mall. 021-34810980

Askari Star Mall, Ground Floor, Malir Cantt. 021-34196002-5

Dhoraji Colony, C.P. Berar Society, Block 7&8. 021-34942441

Expo Center, Ground Floor, Block 13-A, Gulshan-e-Igbal. 021-34834681-5

Gulshan-e-Iqbal, Block-3, Kda Market. 021-34173761-4

Clifton 3 Talwar, Ground Floor, Karachi Play House. 021-35303480-2

Gold Mark II , Shop No. 58. Lower Ground. 021-35800901-5

The Central Mall, Ground Floor, Behind Gul Plaza, Marston Road. 021-32710235-38

Jama Cloth, Jama Mall, M.A. Jinnah Road. 021-32373510-11

Gulshan-e-Maymar, Sector Z-1. 021-36350085

CSD, Korangi Road, Kalapul. 021-35162510

Mosamiyat, Block-7, Gulistan-e-Johar, Main University Road. 021-34177282-3

Korangi Industrial Area, Adj. KFC. 021-35144311-6

Atrium Mall Saddar, Ground Floor, Main Zaib-un-Nisa Street. 021-35640994-6

Atrium Mall Saddar, First Floor. 021-35643166-9

Lasbela, Bagh-e-Sarah Apartment, Lawrence Road, Garden West. 021-32237341-2

Fair Price Shop, Landhi Industrial Area. 021-35019805

Fair Price Shop, Near Manzil Pump, Main National Highway. 021-35016514

LAHORE

DHA, Building No. 1, Block-Z, Phase-3 Commercial. 042-35692884

Allama Iqbal Town, Pak Block. 042-37800577

MM Alam Road, Gulberg III. 042-35757182-7

EME Society, Sraw Square, Near Muhafiz Town, Phase 1, Canal West Bank Road. 042-35452973-79

Fortress Stadium, Fortress Square Shopping Mall, Lahore Cantt. 042-37341288-91

Gulberg, City Tower, Main Boulevard Road, 042-35788778 & 042-35788791-2

Amanah Mall, First Floor, Model Town, Link Road. 042-35131638-40

Packages Mall, First Floor, Shahrah-e-Roomi, P.O. Amer Sidu, 042-38915840

Mall Road, Near Panorama Center. 042-36309166-8

Wapda Town, PIA Housing Society. 042-35955403

Emporium Mall, Ground Floor, Johar Town. 042-32592207-8

Metro Cash & Carry Store, Link Road, Model Town. 042-35916953

Ideas Gulshan-e-Ravi, Plot No. 148, Block A, Main Boulevard. 04237480443

Ravi Road, Metro Cash & Carry Store, Main Ravi Road. 042-37947261-3

Karim Block, Aqsa Mall, Commercial (Zone), Allama Igbal Town, 042-35417706-8

Bahria Town, Jasmine Mall, Sector-C, Talwar Chowk. 042-37862763 & 042-37862863

Shadbagh Scheme, 042-37608155

Shalimar Link, Opp. Ladhi Gas Factory. 042-36820097-99

ISLAMABAD

Centaurus Mall, Second Floor, Jinnah Avenue. 051-2701240-5

F-7 Markaz, Main Double Road. 051-2652491-96

F-10 Markaz, Lords Plaza, 051-2113614-19

WTC Islamabad, Main G.T. Road, DHA, Phase-II. 051-2725524

RAWALPINDI

Saddar, Adamjee Road, Opposite Paradise Inn Hotel. 051-5120792-6

Satellite Town, City Shopping Center, Commercial Market. 051-4428819-21

PWD Society, Block-D, Pak PWD Cooperative, Housing Society Ltd. 051-5421275-6, 051-5421261 Bahria Town, Sikandar Arcade, Near Clock Tower, Spring North, Phase 7, 051-5412113-4

HYDERABAD

Auto Bhan Road, Railway Employee Housing Society, Latifabad No. 3. 022-3411096-7 & 022-341121-2

Chandni Bazaar, Cantonment Shopping Center, Salahuddin Road, Near Bombay Bakery, Cantonment. 022-2729972-3 & 022-2729934

Boulevard Mall, Auto Bhan Road, S.I.T.E., Hyderabad, 022-3413137-39

Hyderabad No.8, Plot No. 495 C-1, 022-3864556-8

Tilak Charl Hyderabad, Church Building, Tilak Incline. 022-2635003-4

FAISALABAD

Ideas Faisalabad, Ali Tower, Near Al Fateh Departmental Store, Jaranwala Road. 0418535688-86

SIALKOT

Sialkot Cantt., Eastern Portion Building, V Mall. 052-4292070

Mall of Sialkot, Aziz Shaheed Road, Sialkot Cantt. 052-4291710 & 052-4291711-2

GUJRAT

Main Court Road, Abdullah Mall, 053-3606490 & 053-3607945

GUJRANWALA

Satellite Town. 055-3841221-23

Kings Mall, Ground Floor, Main Bypass, Opp. Wapda Town. 0554-284131-6

AZAD JAMU KASHMIR

Mirpur, Kotli Road, Muhammad Ismail Plaza. 05827-437353-5

Muzaffarabad, Unique College of Sciences, Neelum Road, Lower Plate. 05822-442833

MULTAN

Ismail Abdali Road, Abdali Tower, Near Ramada Hotel, Abdali Road. 061-4574005-10

Gulghasht Multan, Plaza Musa Centre, Gol Bagh Road. 061-6210035-8

Bosan Road, Ground Floor, Pace & Pace Mall. 061-6224966

BUREWALA

Multan Road, Near UBL Bank. 067-3351012-13

PESHAWAR

University Road, Main University Road. 091-5854154-5.

SARGODHA

University Road, Modern Shopping Mall. 048-3769070 & 048-3769170

BAHAWALPUR

Haql Center, Near DC Office Chowk. 062-2281224 & 062-2281227

QUETTA

Gulistan Road, Millennium Mall, Adj. Police Lane, Shahrah-e-Gulistan, Quetta Cantt. 081-2830476-77

SAHIWAL

Bhandari Chowk, Girls College Road, Near Bhandari Chowk. 040-4460222 & 040-4460444

RAHIMYAR KHAN

Model Town, Town Hall Road, Opp. North Gate, City Park, Model Town. 068-5879100-3

MANDI BAHAUDDIN

Jail Road, Hakim Mall. 054-6502431-93

NAWABSHAH

Ward-B, Mahla Mohni Bazar. 0244-366281-4

SUKKUR

Mission Road, Opp. Muhammad Bin Qasim Park. 071-5627850 & 071-5627854-57

JHELUM

Deen Plaza, Civil Lines, Near Gumbad Wall Masjid. 0544-623094-96 & 0544-277182-84

ABBOTTABAD

Main Mansehra Road. 099-2341205-8

D.I. KHAN

Circular Road, Adj. Toyota Showroom, 0966-711193

MIANWALI

Sony Khel Market, Adj. National Bank, Govt. High School Road, 0459-230539

CHAKWAL

Opp. Emporium Shopping Mall, Talagang Road. 0543-540218-9

TALAGANG

Traffic Chowk, Chakwal Road. 0543-410212

WAZIRABAD

Near City Park, Opp. Naeem Electronic, Main Sialkot Road. 055-6602072

INTERNATIONAL

UAE

GulAhmed International Limited FZC, Sharjah, UAE. +971-6-557 9483

UK

GTM Europe Limited, Grane Road Mill, Grane Road Haslingden, BB4 5ES +44-1612760888 & +44-1612760882

Also Available as stitched at selected ideas stores & online.





Opp. Shafi Hospital, Pleader Lane, Tehsil & District. 057-2700695

MANSEHRA

Khatam-e-Nabuwat Chowk, Abbottabad Road, 0997-300924

MARDAN

Mardan Nowshere Road, 0937-861507-9

DASKA

College Road, Near Jamia Masjid Noor. 052-6614445

HARIPUR

Main Bazaar. 0995-627734-35

JARANWALA

Tanchi Bazar/Naya Bazar, Tehsil Jaranwala 041-4310582

OKARA

D-Block Sadar Bazar. 044-2510526

KHANEWAL

Syed Road adjacent to Dinner, 065-2551184

ARIFWALA

Resham Gall. 0457-830492

NAROWAL

Zafarwal Bypass, Circular Road, Near Gourmet Bakers. 0542-411281 & 83

KHARIA

Seo Commercial Complex, (Phase-1) on GT. Road, Kharian City. 0537601128

KASUR

Near Chandni Chowk, Railway Road. 0492-760660, 0492-770042

JHANG

Shaheed Road (Opposite to Abidah Hospital). 0477-651192

LARKANA Word C, Near Sapna Hotel. 074-4045005

UPCOMING STORES

BAHRIA ICON

Shop No. 108,110,114-115, First Floor, Bahria Icon Tower, Karachi





