



HOMIE

COLLECTION



THE SUMMER AFFAIR

This summer, relish the hues and blues with
IDEAS Home as we take you to a journey of serendipity & beyond.



SEE THE FILM

IDEAS HOME *Blooming Spring Collection*

Spring is here, adding its blooming persona around us!

Relish and revive your living space with wholesome colors of the season.

Introducing the latest IDEAS HOME collection to help you adorn your space with a mix of class & chic. The collection features patterns that redefine the fusion of classic and contemporary while maintaining the ethnic rewind and fashion forward.

From cozy country to cool Chic, transform your sleeping space into a stylish oasis with our beautiful collection – style guide.

Presenting a wide array of modern floral, contemporary classics like chunri, block prints, patch work style, animal prints, experimental effusive hexagon design and geometric-neutral patterns. Brimming with amazing textures and cool tones, this collection adds a subtle flavor to your living space.

Adding a finesse to your home this season, find an extensive collection of our latest bedding, harmonizing with our home accessories and bath linen.

HOME is where every story begins.



Set up your home with our new collection.
Enter the world of IDEAS HOME!



EASY CARE COLLECTION

Define the atmosphere of your bedroom décor with our Wrinkle –resistant bedding collection.

Making beds around a busy family just got easier with our EASY CARE non- iron bedding collection, saving you time when ironing bed sheets, duvet covers and pillowcases.

Made with durability, this range of bedding offers quality that gives years of lasting use.

A MUST BUY COLLECTION!

GANACHE



HEXAGON



DRIZZLE



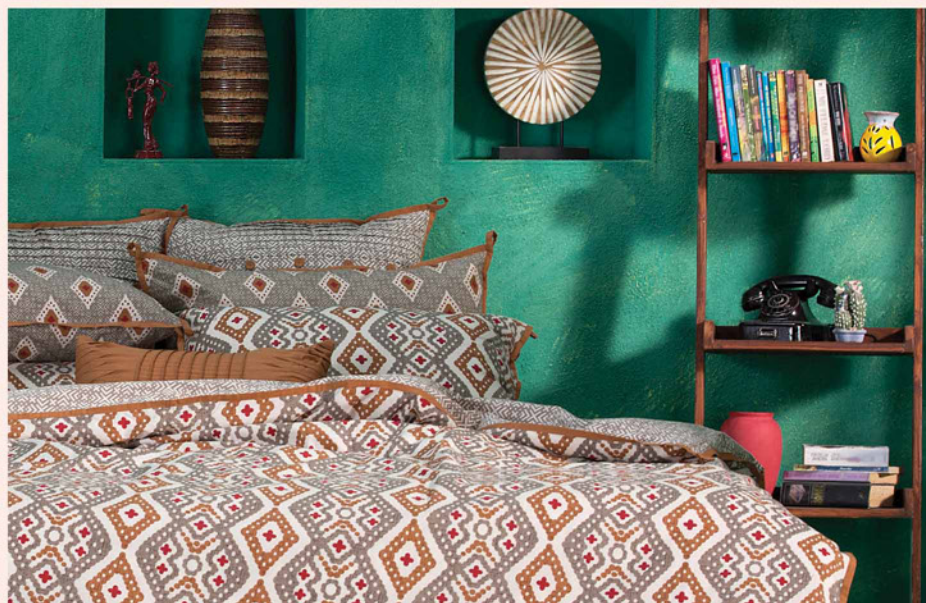
MOROCCAN DALE



RANGOLI



NIMBUS



CORAL REEF



MARIGOLD



MELLOW



RAISIN



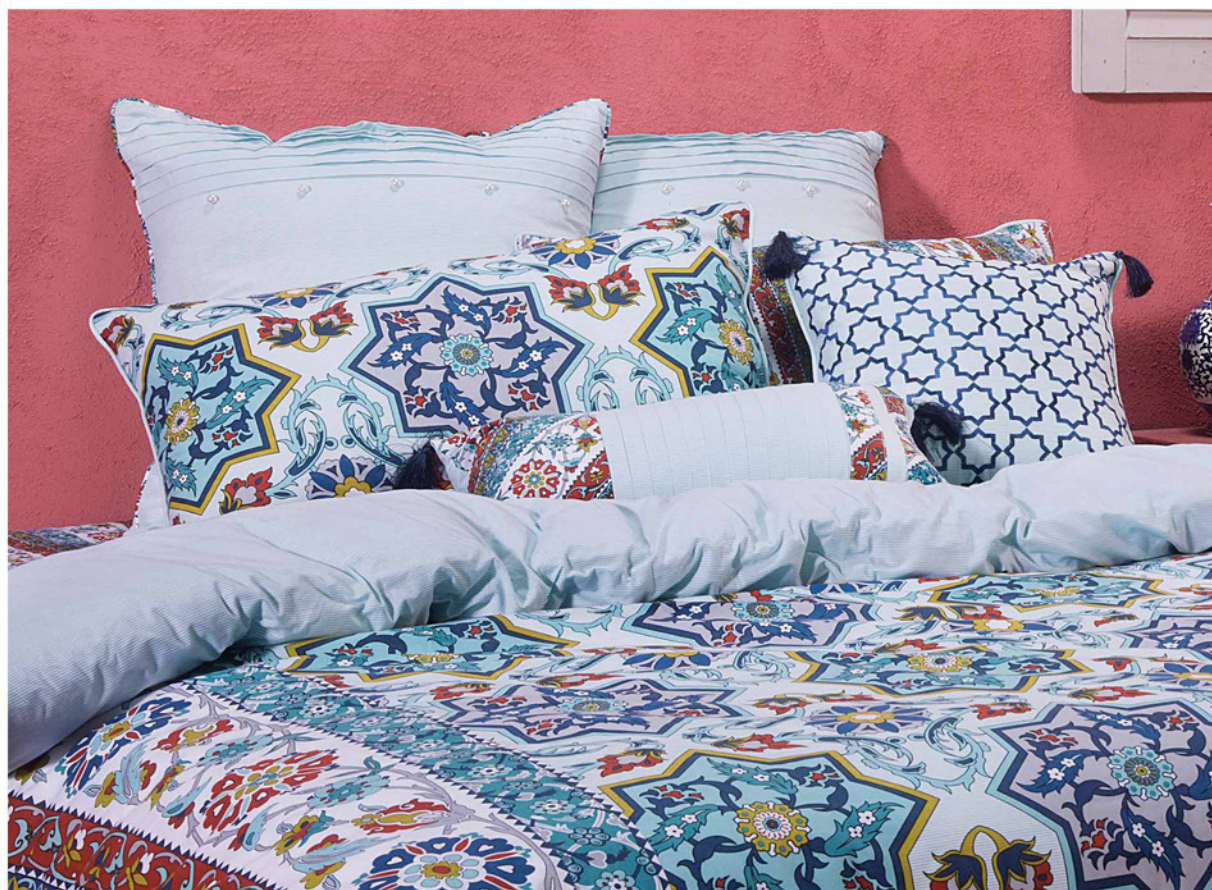
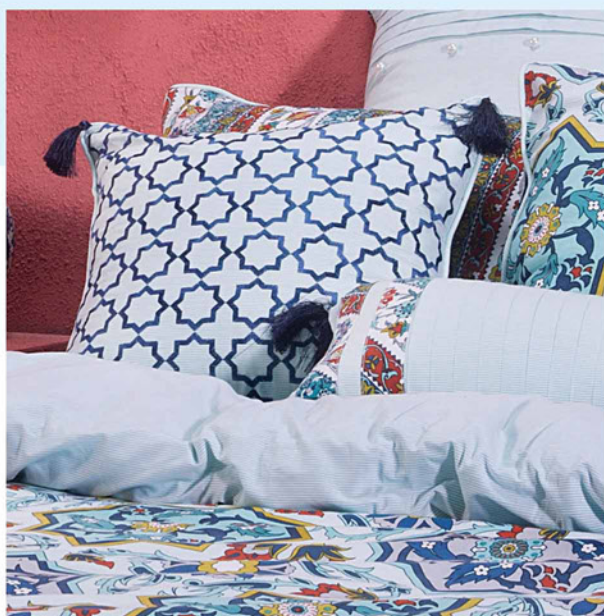
PRALINE



CHEETAH



CERAMIC

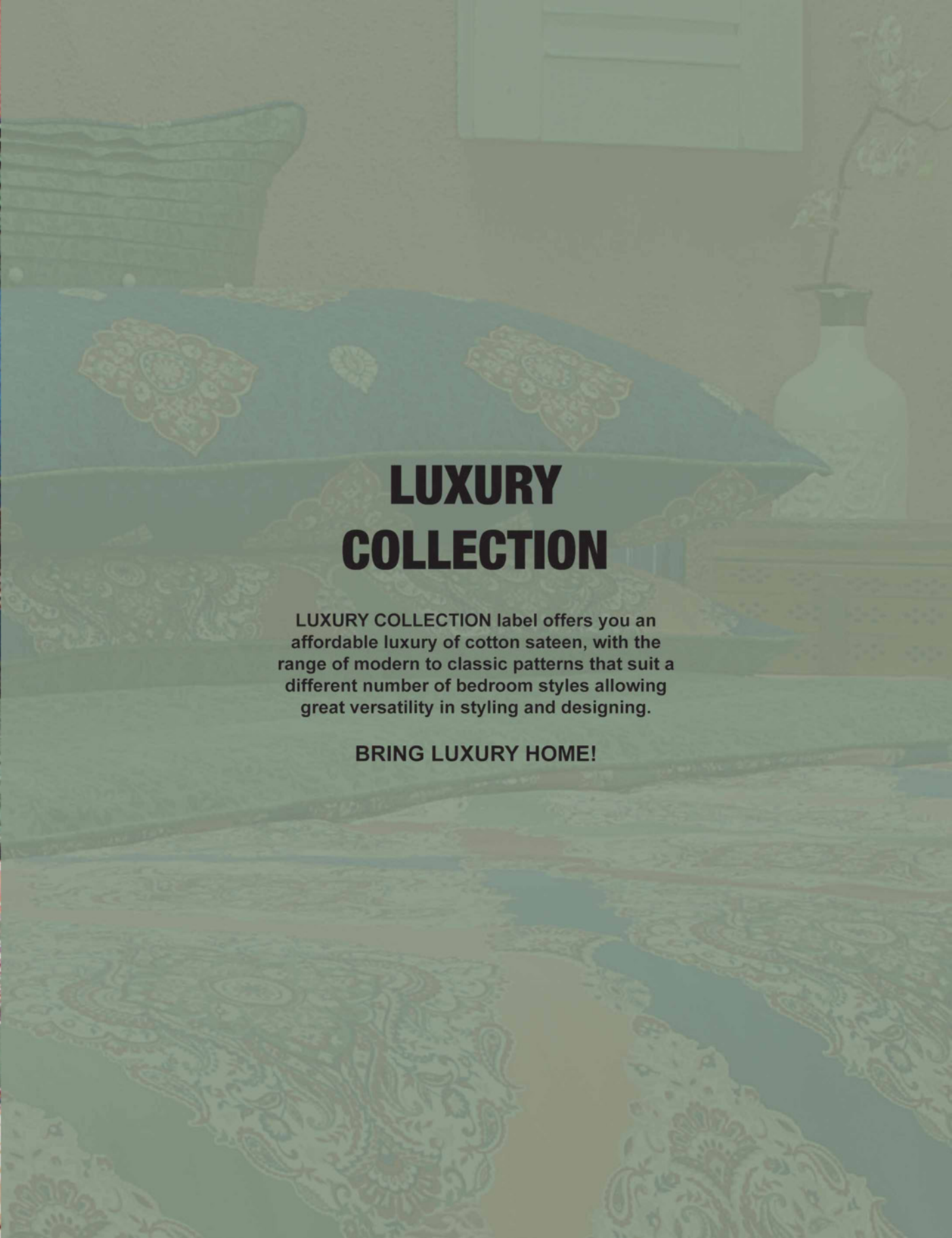




LUXURY COLLECTION

LUXURY COLLECTION label offers you an affordable luxury of cotton sateen, with the range of modern to classic patterns that suit a different number of bedroom styles allowing great versatility in styling and designing.

BRING LUXURY HOME!





PELICAN

AUBURN



PINECONE



FROSTED PEACH



OYESTER



CYPRESS



SANDSTORM



ROSEWOOD



*Exclusive Embroidered Collection

PARADISE





MACADAMIA





LUXURY STRIPE COLLECTION

The premium range of our T250 stripe sateen is delightfully soft and inviting. These bed linens let you slip into blissful slumber, night after night. Crafted with tone on tone stripes, these linens create a striking design accent.

**Sometimes The Simplest Things Are Most
Beautiful!**



NAVY BLUE



CREAM





ROYAL COLLECTION

ROYAL COLLECTION allows you to indulge in luxury with 300 TC in our finest duvet set to make you feel perfectly pampered.

Style Your Home With Elegance!

LUMINIOUS





ROYAL SIGNATURE COLLECTION

Indulgently soft, sateen weave bedding feels almost heavenly with 100% cotton, our signature T400 embroidered duvet cover set, offers a classic aesthetic appeal to match any style of décor. Available in luxurious colors, our Signature Collection is a must-have, which makes your room comfortable and elegant.

**Extravagantly Soft and Comfortable
Embroidered Series.**

APRICOT





IMPERIAL COLLECTION

Indus Valley Cotton

Give your home the look and luxury of a five star suite with our Imperial Collection. Our exclusive Indus Valley Cotton T600 count range is irresistibly soft. It is so soft that you cannot help loving it's feel.

**Discover 5-Star Elegance In The Comfort Of
Your Bedroom!**



PHANTOM



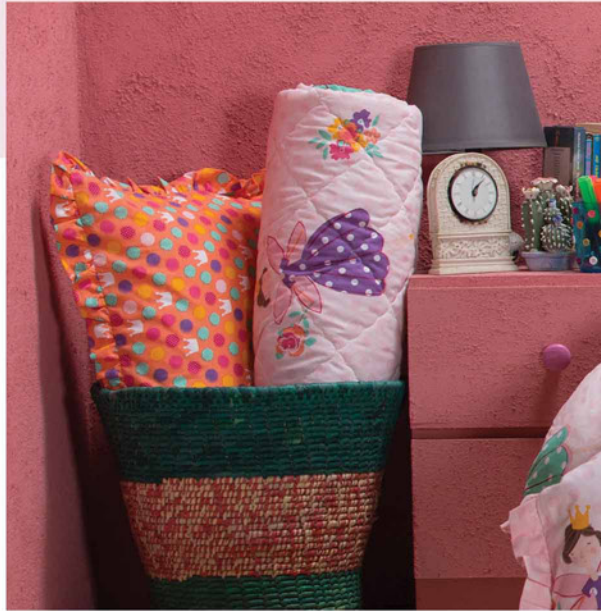


EASY CARE KIDS COLLECTION

Give your child's bedroom a whole new look with a new bedding set in fun color combinations, featuring their favorite animal, fantasy or cherished character. Transform their room by simply adding a new Duvet and sheet set.

At IDEAS, you will find just the right pattern, color, animal, character and design, which your child will absolutely adore. Kids love having a nicely decorated bedroom that inspires playtime creativity and a willingness to go to bed.

FAIRYLAND



BACK TO SCHOOL





SHEET SETS

Looking for a quick fix to liven up your bedroom? Start by updating your bed with some new sheet sets. You can express your personality and make your bedroom the perfect destination for sleeping and snuggling with the help of our sheet sets.

Bed Sheet Sets in Single, Double and King Size.

SHEET SETS





HOUSE COUTURE

Make yourself the coziest corner to sit in. There should be a blend of comfort and sophistication. Take a look at the essentials. This collection of beautiful cushion covers is exquisite, pretty and will add that charm to create the perfect corner.



FEEL TO
RELAX





DAY'S SPECIAL

FLOOR COMFORT



FASHION EASE





TABLE LINEN

Add the perfect touch to your dining experience, with our vibrant and tasteful range of tablemats, runners and tablecloths. These will compliment your style and add a tinge of grace and regality to your dining table as well.







PLACEMAT





BATH LINEN

Bath linens can make your bathroom truly unique, so why not customize your bathroom space in a colorful and stylish way. Our vibrant, colorful range will brighten up the space and give a luxurious feel to your bathroom for a glamorous edge.





COMBED TOWELS



EMBROIDERED TOWELS

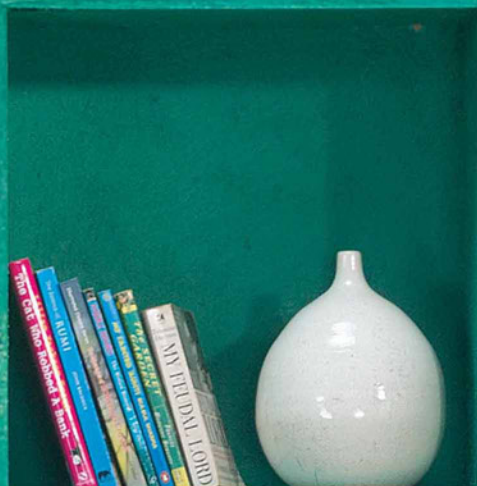




ZERO TWIST

**BAMBOO
TOWELS**





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.





STORE LOCATOR

KARACHI

BAHADURABAD

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

CLIFTON

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

DOLMEN CITY

Ground Floor, Clifton.
Tel: 021-35296106-10

PARK TOWERS

First Floor, Clifton.
Tel: 021-35837515-18

THE OCEAN MALL

Third Floor, Block-9, Clifton.
Tel: 021-35140831-35

DHA

The Place, Ground Floor,
Khayaban-e-Shaheen, Phase-8,
Tel: 021-35249725

DHORAJI COLONY

C.P. Berar Society, Block 7&8,
Tel: 021-34942441

GOLD MARK II

Shop No. 58. Lower Ground.
Tel: 021-35800901-5

GULISTAN-E-JOHAR

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

GULSHAN-E-IQBAL

Block-3, KDA Scheme No.24.
Tel: 021-34988285

HYDERI

Block H, Adj. Saima Pari Mall,
North Nazimabad.
Tel: 021-36724481-88

LASBELA

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

LUCKY ONE MALL

Block-21, F.B. Area, Rashid
Minhas Road, Karachi
Tel: 021-37181046-50

SHAHRAH-E-FAISAL

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

TARIQ ROAD

3rd Floor, Dolmen Mall, P.E.C.H.S.
Tel: 021-34389554-5

MAIN LIBERTY CHOWK.

Tel: 021-3489554-55

THE CENTRAL MALL

Ground Floor, Behind Gul Plaza,
Marston Road.
Tel: 021-32710235-38

UNIVERSITY ROAD

Ground Floor, Al Khyber
Market, Adj. Samama Mall.
Tel: 021-34810980

JAMA CLOTH

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

GULISTAN-E-JOHAR

Shop No. 5, FL-7, Block-13,
Tel: 021-34611800-01

GULSHAN-E-MAYMAR

Sector Z-1,
Tel: 021-36350085

CLIFTON 3 TALWAR

Ground Floor,
Karachi Play House
Tel: 021-35303480-2

FACTORY OUTLETS :

MOSAMIYAT

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

KORANGI

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

SADDAR

Ground Floor, Atrium Mall,
Main Zaib-un-Nisa Street,
Tel: 021-35640994-6

ATRIUM MALL

First Floor,
Tel: 021-35643166-9

MALIR CANTT

Ground Floor,
Askari Star Mall,

CSD

Kalapul

ASKARI MALL

LAHORE

AMANAH MALL

PIL G.E.C.H.S., Model Town,
Link Road.
Tel: 042-35131638-40

BAHRIA TOWN

Jasmine Mall, Sector-C,
Talwar Chowk,
Tel: 042-37862763
042-37862863

DHA

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

EME SOCIETY

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

FORTRESS STADIUM

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

GULBERG

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

ALLAMA IQBAL TOWN

Pak Block
Tel: 042-37800577

PACKAGES MALL

Packages Limited, Shahrah-e-Roomi.
Tel: 042-38915840

MALL ROAD

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

MM ALAM ROAD

MM Alam Road, Gulberg III,
Tel: 042-35757182-7

WAPDA TOWN

PIA Housing Society.
Tel: 042-35955403

EMPORIUM MALL

Ground Floor, Johar Town.
Tel : 042-32592208

SHADBAGH

Shadbagh Scheme.
Tel: 042-37608155

FACTORY OUTLETS :

METRO CASH & CARRY STORE

Link Road, Model Town.
Tel: 042-35916953

RAVI ROAD

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

KARIM BLOCK

Aqsa Mall, 4 Commercial (Zone),
Allama Iqbal Town.
Tel: 042-35417706-8

SHALIMAR LINK

Opp. Ladhi Gas Factory,
Tel: 042-36820097-99

ISLAMABAD

CENTAURUS MALL

Second Floor, Jinnah Avenue.
Tel: 051-2701240-5

STORE LOCATOR

F-7 MARKAZ

Main Double Road
Tel: 051-2652491-96

F-10 MARKAZ

Lords Plaza,
Tel: 051-2113614-19

G-9 MARKAZ

Shop No. 11 to 13, Near NBP
Tel: 051-2224231

WTC ISLAMABAD

Main G.T. Road, DHA,
Phase-II, Islamabad

RAWALPINDI

SADDAR

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

SATELLITE TOWN

City Shopping Center,
Commercial Market.
Tel: 051-4428819-21

PWD SOCIETY

Block-D, Pak PWD Cooperative
Housing Society Ltd.
Tel: 051-5421275-6
051-5421261, 051-5421267

BAHRIA TOWN

Sikandar Arcade,
Near Clock Tower,
Spring North, Phase 7.
Tel: 051-5412113-4

HYDERABAD

AUTO BHAN ROAD

Railway Employee Housing
Society, Latifabad No. 3.
Tel: 022-3820023-24 &
022-3821321-22

CHANDNI BAZAAR

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

BOULEVARD MALL

Auto Bhan Road,
S.I.T.E., Hyderabad.
Tel: 022-3413137-39

FAISALABAD

JARANWALA ROAD

Kohinoor City, Doburj Plaza.
Tel: 041-8535686 & 88

JARANWALA

Naya Bazaar, Adj. Police Station
Tel: 041-4310582

SIALKOT

SIALKOT CANTT.

Eastern Portion Building, V Mall.
Tel: 052-4292070

MALL OF SIALKOT

Aziz Shaheed Road, Sialkot Cantt.
Tel: 052-4291710, 052-4291711-2

GUJRAT

MAIN COURT ROAD

Abdullah Mall, Main Court Road.
Tel: 053-3606490 & 053-3607945

GUJRANWALA

SATELLITE TOWN

Ground & First Floor, Green Center,
Main Market. Tel: 055-3734006-7

SATELLITE TOWN

Satellite Town.
Tel: 055-3841221-23

KINGS MALL

Ground Floor, Main Bypass,
Opp. Wapda Town.
Tel: 0554-284131-6

AZAD JAMU KASHMIR

MIRPUR

Kotli Road, Muhammad Ismail Plaza.
Tel: 05827-437353-5

MUZAFFARABAD

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

MULTAN

ISMAIL ABDALI ROAD

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

BOSAN ROAD

Ground Floor, Pace & Pace Mall.
Tel: 061-6224966

MULTAN ROAD

Burewala Fabric Store
(Multan Road Burewala
Near UBL Bank)

PESHAWAR

UNIVERSITY ROAD

Main University Road.
Tel: 091-5854154-5.

SARGODHA

UNIVERSITY ROAD

Modern Shopping Mall.
Tel: 048-3769070, 048-3769170

BAHAWALPUR

HAQI CENTER

Near DC Office Chowk.
Tel: 062-2281224, 062-2281227,
062-2281229

QUETTA

GULISTAN ROAD

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

SAHIWAL

Bhandari Chowk

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

RAHIMYAR KHAN

Model Town

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

MANDI BAHAUDDIN

Jail Road

Hakim Mall.
Tel: 054-6502431-93

NAWABSHAH

Ward-B, Mahla Mohni Bazar.

Tel: 0244-366281-4

SUKKUR

Mission Road

Opp. Muhammad Bin Qasim Park.
Tel: 071-5627850, 071-5627854-57

JHANG

Shaheed Road,

Opposite Abidah Hospital.
Tel: 047-7651191-5

JHELUM

Deen Plaza, Civil Lines,
Near Gumbad Wali Masjid.

Tel: 0544-623094-96,
0544-277182-84

ABBOTTABAD

MAIN MANSEHRA ROAD

Tel: 099-2341205-8

SWAT

GT ROAD MANGORA

M.S.K. Trade Center,
Rahim Abad GT Road.
Tel: 0946-713266

FABRIC OUTLETS

D.I. KHAN

Circular Road, Adj. Toyota Showroom,
Tel: 0966-711193

MIANWALI

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

CHAKWAL

Opp. Emporium Shopping Mall,
Talagang Road.
Tel: 0345-5099369 & 0333-2908023

WAZIRABAD

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

ATTOCK

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

MANSEHRA

Khatam-e-Nabuwat Chowk, Abottabad
Road, Mansehra.
Tel: 0997-300924

MARDAN

Mardan Nowshere Road.
Tel: 0937-861507-9

UPCOMING STORES

BAHRIA ICON

(Shop # 108,110,114-115 , First Floor,
Bahria Icon Tower, Karachi)

OMEGA MALL, KARACHI

North Karachi, Sector J-1,

DASKA

College Road,
Near Jamia Masjid
Noor, Daska.
Tel: 052-6614445

NAROWAL

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

HARIPUR

Main Bazaar, Haripur,
Tel: 0995-627734-35

JARANWALA

Tanchi Bazar/Naya Bazar,
Tehsil Jaranwala
Tel: 041-4310582

OKARA

D-Block Sadar Bazar, Okara
Tel: 044-2510526

KASUR

Near Chandni Chowk, Railway Road,
Tel: 0492-760660, 0492-770042

KHANEWAL

Syed Road adjacent to Dinner
Tel: 065-2551184

ARIFWALA

Resham Gali, Arifwala
Tel: 0457-830492

HYDERABAD NO.8

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

TILAK CHARI HYDERABAD

Church Building, Tilak Incline,
Hyderabad
Tel: 022-2635003-4

KHARIAN

Seo Commercial Complex
(Phase-1) on GT. Road,
Kharian City.
Tel: 537601128

JHANG

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

GOJRA

Main Quaid-e-Azam Road, Adj. to
Zeego Hotel, Gojra.
Tel: 046-3517388

LARKANA

Word C, Near Sapna Hotel, Larkana.

KORANGI 1.5 KARACHI

Factory Outlet, 32-B Korangi.



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