

 Gul Ahmed

FORMAL
Brights

UNSTITCHED COLLECTION '19



FORMAL *Brights*

UNSTITCHED COLLECTION '19



The allure of a stippled canvas.

Formal events are a chance for you to intensely express yourself. When you break it down, all formal events are about the setting, the food, and the dressing. While you can take care of the other two, let GulAhmed show you the glamorous style you can wear this season through our Formal Brights collection.

With beautiful designs made of luxurious materials such as jacquard and chiffon, you are going to be ready for any formal or evening event. The floral and abstract patterns give a sense of warmth and bring the center of attention to you. The deep rich colors provide the perfect tones to suit the various occasions that you will be lighting up with your presence. Compliment the grandeur of your outfit with gorgeous chiffon dupattas that add shimmer to your style either via stunning embroideries and diamantes or through mesmerizing, lavish prints.

So take your presence to the next level with the new, exclusive, GulAhmed Formal Brights Collection by flipping through the pages and discovering which of the alluring outfits will make you shine brighter at all the evening and formal events.

The collection is available at IDEAS & GulAhmed exclusive stores and nationwide at all leading stores and online @ gulahmedshop.com

MUSTARD FIELDS

THE LOOK OF FRESH ROYALTY

4

PURPLE HAZE

THE ONE THAT LINGERS ON IN THE MIND

6

SPADED JADE

THE EMERALD WINNER

10

BLOOM BLOSSOMS

THE PUNCHY CONTRAST THAT MAKES A STATEMENT

12

LACED LOVE

FALL IN LOVE, ALL FRILLS ATTACHED

16

PINK SORBET

SPOIL YOURSELF WITH A TREAT FOR THE EYES

18

SILKEN PEARL

THE ALLURE OF THE OCEANS

22

ZESTY PEACH

THE SENSIBLE ONE BUT ALWAYS FUN

24

PERSIAN TAPESTRY

MAKE THE STRONGEST STATEMENT WITH A REGAL CHOICE

26

WOVEN CARAMEL

THE ONE THAT MIXES WELL

30

FLORAL FRAME

THE FITTING BOUQUET

32

PEAKS & VALLEYS

A BLACK AND GOLD RANGE

34

GOLDEN BLUES

THE PRECIOUS ONE

36





Embroidered | Chiffon Front, Back, Sleeves & Laces
Dyed | Chiffon Dupatta with Lace, Inner & Bottom
Accessories | Tassel String

PS01



PS03

Embroidered | Front Centre Panel, Chiffon Front Side Panels, Sleeves, Back & Laces
Digital Printed | Chiffon Dupatta,
Dyed | Inner & Bottom



Pink Sorbet



Spoil yourself with a treat for the eyes...



PS05



Embroidered | Cotton Jacquard Front & Sleeves with hand work
Digital Printed | Chiffon Dupatta
Accessories | Gota Lace
Dyed | Inner, Bottom & Cotton Jacquard Back



SPADEDJADE

BLOOMBLOSSOMS

THE PUNCHY CONTRAST THAT MAKES A STATEMENT



Embroidered | Jacquard Shirt, Organza Dupatta,
Kamdani with Embroidered Laces & Motifs
Dyed | Bottom

PS12







Embroidered | Organza Front, Pearls & Diamantes with Motifs & Laces
Digital Printed | Chiffon Dupatta
Printed | Inner & Bottom
Dyed | Organza Back & Sleeves
Accessories | Embellished Lace

PS02



PINKSORBET

SPOIL YOURSELF WITH A TREAT FOR THE EYES



PS04

Embroidered | Organza Front, Sleeves, Lace & Motifs
Printed | Chiffon Dupatta
Dyed | Organza Back, Inner & Bottom

Persian Tapestry



Make the strongest statement with a regal choice...





Embroidered | Karandi Net Front & Sleeves
Printed | Chiffon Dupatta
Dyed | Inner, Bottom & Karandi Net Back
Accessories | Buttons

PS06

ZESTYPEACH

THE SENSIBLE ONE BUT ALWAYS FUN



PST01

Embroidered | Cotton Net Front, Sleeves & Lace
Dyed | Inner, Bottom & Cotton Net Back



PERSIAN TAPESTRY

MAKE THE STRONGEST STATEMENT
WITH A REGAL CHOICE



Embroidered | Chiffon Front, Back & Sleeves
Printed | Chiffon Dupatta
Dyed | Inner & Bottom

PS07





GGulAhmed



GGulAhmed

ZARI
JACQUARD



WOVENCAMEL

THE ONE THAT MIXES WELL



PS08

Embroidered | Jacquard Zari Front with Kamdani & Gotta,
Organza Sleeves with Sequins & Lace
& Chiffon Dupatta with Sequins
Printed | Back
Dyed | Bottom

FLORALFRAME

THE FITTING BOUQUET



PS09

Embroidered | Chiffon Front, Sleeves, Dupatta,
Neckline & Motifs
Dyed | Inner, Bottom & Chiffon Back





PEAKS & VALLEYS

A BLACK AND GOLD RANGE



ZARI
JACQUARD

Embroidered | Jacquard Zari Front
Jacquard | Zari Dupatta, Back, Sleeves & Lace
Dyed | Inner & Bottom

PS10

GOLDENBLUES

THE PRECIOUS ONE



Embroidered | Organza Front with hand work,
Organza Sleeves & Lace
Printed | Chiffon Dupatta, Inner & Bottom
Dyed | Organza Back

PS11



STORE LOCATOR

KARACHI Bahadurabad Arcade, Shop No. 5 & 6, Block-3, Near KFC, Bahadurabad. 021-34858951-54	The Central Mall, Ground Floor, Behind Gul Plaza, Marston Road. 021-32710235-38
Block-9, Ground Floor, Razi Towers, Near Schon Circle, Main Clifton. 021-35374131-5	Jama Cloth, Jama Mall, M.A. Jinnah Road. 021-32373510-11
Dolmen City, Ground Floor, Clifton. 021-35296106-10	Gulistan-e-Johar, Shop No. 5, FL-7, Block-13. 021-34611800-01
The Ocean Mall, Third Floor, Block-9, Clifton. 021-35140831-35	Gulshan-e-Maymar, Sector Z-1. 021-36350085
DHA, The Place, Ground Floor, Khayaban-e-Shaheen, Phase-8. 021-35249725	CSD, Korangi Road, Kalapul, 021-35162510
Hyderi, Block H, Adj. Saima Pari Mall, North Nazimabad. 021-36724481-88	Mosamiyat, Block-7, Gulistan-e-Johar, Main University Road. 021-34177282-3
Lucky One Mall, Block-21, F.B. Area, Rashid Minhas Road. 021-37181046-50	Korangi Industrial Area, Adj. KFC. 021-35144311-6
Millennium Mall Ground Floor, Main Rashid Minhas Road. 021-34603366 & 021-34680671	Atrium Mall Saddar, Ground Floor, Main Zaib-un-Nisa Street. 021-35640994-6
Shahrah-e-Faisal, Metro Cash & Carry Store, Star Gate, Shahrah-e-Faisal. 021-34602257-59	Atrium Mall Saddar, First Floor. 021-35643166-9
Tariq Road, 3rd Floor, Dolmen Mall, P.E.C.H.S. 021-34321181-3	Lasbela, Bagh-e-Sarah Apartment, Lawrence Road, Garden West. 021-32237341-2
Main Liberty Chowk. 021-3489554-55	Fair Price Shop Landhi Industrial Area. 021-35019805
University Road, Ground Floor, Al Khyber Market, Adj. Samama Mall. 021-34810980	Fair Price Shop, Near Manzil Pump, Main National Highway. 021-35016514
Askari Star Mall, Ground Floor, Malir Cantt. 021-34196002-5	LAHORE DHA, Building No. 1, Block-Z, Phase-3 Commercial. 042-35692884
Dhoraji Colony, C.P. Berar Society, Block 7&8. 021-34942441	Allama Iqbal Town, Pak Block. 042-37800577
Expo Center, Ground Floor, Block 13-A, Gulshan-e-Iqbal. 021-34834681-5	MM Alam Road, Gulberg III. 042-35757182-7
Gulshan-e-Iqbal Block-3, Kda Market. 021-34173761-4	EME Society, Sraw Square, Near Muhafiz Town, Phase 1, Canal West Bank Road. 042-35452973-79
Clifton 3 Talwar, Ground Floor, Karachi Play House. 021-35303480-2	Fortress Stadium, Fortress Square Shopping Mall, Lahore Cantt. 042-37341288-91
Gold Mark II , Shop No. 58. Lower Ground. 021-35800901-5	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
Ravi Road, Metro Cash & Carry Store, Main Ravi Road. 042-37947261-3	Karim Block, Aqsa Mall, Commercial (Zone), Allama Iqbal 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 Chari Hyderabad, Church Building, Tilak Incline. 022-2635003-4
FAISALABAD Jaranwala Road, Kohinoor City, Doburj Plaza. 041-8535686 & 88	Jaranwala, Naya Bazaar, Adj. Police Station. 041-4310582
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
Multan Road, Near UBL Bank, Burewala. 067-3351012-13	

PESHAWAR University Road, Main University Road. 091-5854154-5.	SARGODHA University Road, Modern Shopping Mall. 048-3769070 & 048-3769170
BAHAWALPUR Haqi 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	MANDI BAHAUDDIN Jail Road, Hakim Mall. 054-6502431-93
NAWABSHAH Ward-B, Mahla Mohni Bazar. 0244-366281-4	NAWABSHAH Ward-B, Mahla Mohni Bazar. 0244-366281-4
SUKKUR Mission Road, Opp. Muhammad Bin Qasim Park. 071-5627850 & 071-5627854-57	SUKKUR Mission Road, Opp. Muhammad Bin Qasim Park. 071-5627850 & 071-5627854-57
JHANG Shaheed Road, Opposite Abidah Hospital. 047-7651191-5	JHANG Shaheed Road, Opposite Abidah Hospital. 047-7651191-5
JHELUM Deen Plaza, Civil Lines, Near Gumbad Wali Masjid. 0544-623094-96 & 0544-277182-84	JHELUM Deen Plaza, Civil Lines, Near Gumbad Wali Masjid. 0544-623094-96 & 0544-277182-84
ABBOTTABAD Main Mansehra Road 099-2341205-8	ABBOTTABAD Main Mansehra Road 099-2341205-8
SWAT GT Road Mangora, M.S.K. Trade Center, Rahim Abad GT Road. 0946-713266	SWAT GT Road Mangora, M.S.K. Trade Center, Rahim Abad GT Road. 0946-713266
D.I. KHAN Circular Road, Adj. Toyota Showroom, 0966-711193	D.I. KHAN Circular Road, Adj. Toyota Showroom, 0966-711193
MIANWALI Sony Khel Market, Adj. National Bank, Govt. High School Road, 0459-230539	MIANWALI Sony Khel Market, Adj. National Bank, Govt. High School Road, 0459-230539
CHAKWAL Opp. Emporium Shopping Mall, Talagang Road. 0543-540218-9	CHAKWAL Opp. Emporium Shopping Mall, Talagang Road. 0543-540218-9
WAZIRABAD Near City Park, Opp. Naeem Electronic, Main Sialkot Road. 055-6602072	WAZIRABAD Near City Park, Opp. Naeem Electronic, Main Sialkot Road. 055-6602072

ATTOCK 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	MARDAN Mardan Nowshere Road. 0937-861507-9
DASKA College Road, Near Jamia Masjid Noor. 052-6614445	DASKA College Road, Near Jamia Masjid Noor. 052-6614445
HARIPUR Main Bazaar. 0995-627734-35	HARIPUR Main Bazaar. 0995-627734-35
JARANWALA Tanchi Bazar/Naya Bazar, Tehsil Jaranwala 041-4310582	JARANWALA Tanchi Bazar/Naya Bazar, Tehsil Jaranwala 041-4310582
OKARA D-Block Sadar Bazar. 044-2510526	OKARA D-Block Sadar Bazar. 044-2510526
KHANEWAL Syed Road adjacent to Dinner 065-2551184	KHANEWAL Syed Road adjacent to Dinner 065-2551184
ARIFWALA Resham Gali. 0457-830492	ARIFWALA Resham Gali. 0457-830492
NAROWAL Zafarwal Bypass, Circular Road, Near Gourmet Bakers, 0542-411281 & 83	NAROWAL Zafarwal Bypass, Circular Road, Near Gourmet Bakers, 0542-411281 & 83
KHARIAN Seo Commercial Complex (Phase-1) on GT. Road, Kharian City. 0537601128	KHARIAN Seo Commercial Complex (Phase-1) on GT. Road, Kharian City. 0537601128
KASUR Near Chandni Chowk, Railway Road. 0492-760660, 0492-770042	KASUR Near Chandni Chowk, Railway Road. 0492-760660, 0492-770042
JHANG Shaheed Road (Opposite to Abidah Hospital). 0477-651192	JHANG Shaheed Road (Opposite to Abidah Hospital). 0477-651192
GOJRA Main Quaid-e-Azam Road, Adj. to Zeego Hotel. 046-3517388	GOJRA Main Quaid-e-Azam Road, Adj. to Zeego Hotel. 046-3517388
LARKANA Word C, Near Sapna Hotel. 074-4045005	LARKANA Word C, Near Sapna Hotel. 074-4045005

SHOP SCAN



UPCOMING STORES

BAHRIA ICON

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

FAISALABAD

Plot No.424-P, Jinnah Colony.

GUL AHMED INTERNATIONAL

UAE

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

UK

GTM Europe Limited,
Suites 3 & 5, Third Floor, No. 3, Universal Square, Devonshire
Street North, Ardwick Manchester - M12 6JH
+44-161-2760888

For business inquiries, please contact :

+9221-111-485-485 & +9221-111-486-486
Ext. 6517, 6530 & 7203

inquiry.directormarketing@gulahmed.com

mediamarketing@gulahmed.com

info@gulahmedshop.com

fashion@gulahmed.com

Exclusively available at IDEAS & GulAhmed
exclusive stores and nationwide at
all leading stores.

Shop Online

www.gulahmedshop.com



GULAHMEDFASHION

Designs, patterns and brand names are
exclusive property of GulAhmed Textile Mills
Limited under the copyright act, and no
attempt shall be made to counterfeit these.

Product may vary from picture



FORMAL *Brights*

UNSTITCHED COLLECTION '19

