

## FALL / WINTER MEN'S COLLECTION 2016

UNSTITCHED MEN'S COLLECTION

SHOP ONLINE : [GULAHMEDSHOP.COM](http://GULAHMEDSHOP.COM)

CASHMERE (KHADDAR)  
100 % PURE COTTON

PREMIUM  
UNSTITCHED  
FABRIC

## STYLING THE MODERN MAN

Gul Ahmed has been dressing generations of men for over decades with style and flamboyance. Dedicatedly catering generation after generation with the finest quality premium fabrics with a unique spin on traditions. The Gul Ahmed Men's Winter Collection promises just that, featuring a wide variety of fabrics fit to suit every occasion.

The flawless styles are appropriate for every occasion and are a must have wardrobe essential for all men this season. So no matter who you are and where you're from indulge in exploring the traditional side of your persona with the graceful Gul Ahmed Winter Collection for Men.





# HARNESSING THE LEGACY



Gul Ahmed first began trading textiles in the early 1900's and started manufacturing in 1953 under the banner of Gul Ahmed Textiles Mills Ltd. Half a decade forward the legacy still continues and the name Gul Ahmed stands synonymous with quality, innovation and reliability.

## CASHMERE (KHADDAR)

Cashmere Khaddar is a great fabric for winters that will always give a timeless ease to the wearer. This exclusive fabric is beautifully textured and is weaved with exceptional expertise. This is an age old menswear fabric that defines class and is known as the fabric for the gentleman of the east. The latest Gul Ahmed cashmere trends are a must have for every gentleman this season.

## MERINO

This menswear fabric by Gul Ahmed is one of the most coveted and luxurious fabrics, known for its unparalleled soft texture, comfort, and most importantly warmth. Merino by Gul Ahmed has successfully preserved its quality and originality for decades. Conquer the chilly winds this season draped luxuriously in Merino menswear.

## VISION MENTOR

Another winter fabric by Gul Ahmed is Vision Mentor this classically designed fabric has drawn inspiration from city-life and street-wear, it was reinvented as a fabric for the bold and stylish modern man. It has the advantage of being quite hip and stylish, giving the wearer a polished and slightly felted appearance that will make you stand out. Vision Mentor also tends to appear the most luxurious of the heavier fabrics, as it is extremely soft. Gul Ahmed has always aimed to allure consumers to witness seemingly tailor-made aesthetics of flamboyance. It is a perfect choice for the modern Pakistani gentleman.

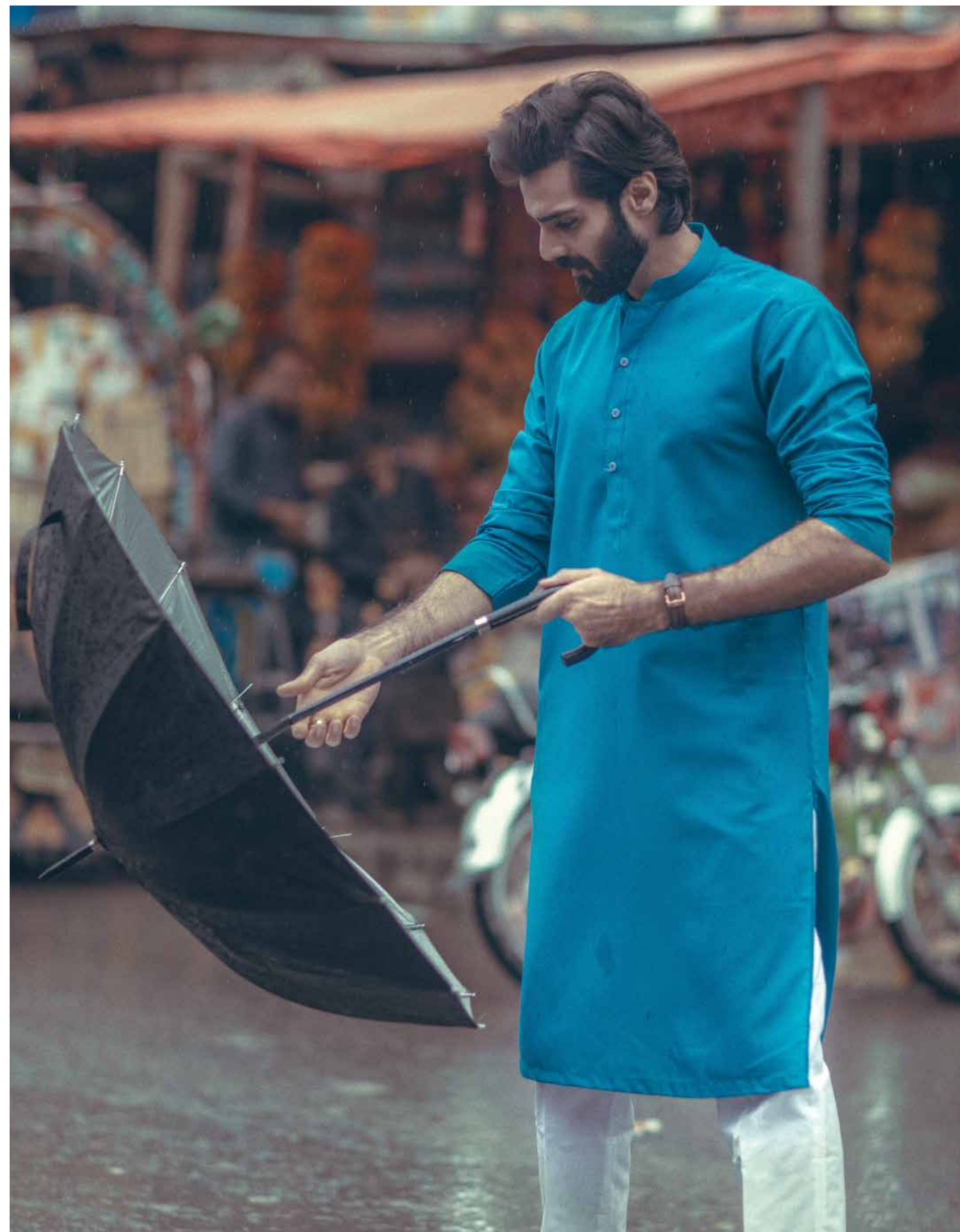
## EASTERN ELEGANCE

Pioneer of vertical integration within the textile sector in Pakistan, Gul Ahmed enjoys the status of producing a wide array of products, starting from the finest quality cotton yarns to most exquisite variety of home linen and fashion fabrics.

Today with massive operation in textiles, information technology, energy and chemicals, Gul Ahmed has emerged as a group that contributes immensely towards building a prosperous future of Pakistan.

**PREMIUM  
UNSTITCHED  
FABRIC**





# BANNU BY GUL AHMED

This high end fabric designed exclusively by Gul Ahmed is simple yet sophisticated. It is unparalleled in quality and comfort, made from an economically influential breed of sheep it is best renowned for its ability to provide warmth, maintain its form. Its versatility in being able to be spun as loose and breathable or tight and warm as necessary is what sets it apart. It is one of the most unique fabric by Gul Ahmed that offers the modern man an option of wearing a business-appropriate eastern ensemble this season without having to compromise on style. Bannu will make you look extremely elegant and refined.

## BANAWAT

For many people winter is more about keeping warm than being stylish but who says you can't do both? Wearing the right fabrics will make you look both elegant and will keep you warm during the short, chilly days. A good winter fabric should be strong, warm and comfortable. Taking these factors into consideration Gul Ahmed has introduced its new fabric Banawat which is a fashionable fabric for any wardrobe. This pick of the season can be worn to keep warm and trendy.

## HAMALIYA

The perfect fabric which features a series of great additional qualities exclusively introduced by Gul Ahmed. Hamaliya can be worn in almost any environment and is sure to stylize your outfit in a nonchalant way. Be it a suit or traditional shalwar kameez it will not only look great but keep those chilly winds at bay as well. Molding to the perfect silhouette of the enigmatic man this gives your wardrobe a reason to rebel against the season. This supreme fabric will give you the look that gets noticed everywhere. So be a scene stealer with the sophistication of our traditional style.

**The legacy of dressing generations is taken forward this season with the Gul Ahmed Men's Fall/Winter Collection 2016. The flawless styles are appropriate for every occasion and are a must have wardrobe essential for men this season.**



# OPUS MYSTIC

The elegance of Opus Mystic lies in its ability to be warm and flexible. It is mostly used for trousers but through the innovation of our in house design team, we have come to realize that it's ideal for shalwar kameez. This will not only keep the wearer warm but will give your outfit a more appealing look. For great

aesthetic combinations, it can be worn with different textured scarves, shawls and waist coats.

## ZEST

The breathable fabric has a textured weave, it drapes well and can be best worn as a formal outfit. With its innate ability to make the wearer stand out from the crowd, it's for men who want to make a charismatic style statement of their own.



# VISION VINTAGE

The demure accentuated fabric ‘Vision Vintage’ keeps the outfit simple yet classy. It is the fabric of timeless expression to signify ‘less is more’. Allowing you to experiment with cloth without standing out too much, it is a great way to unleash your creativity and style. Contrast this fabrics with different materials, especially with muted tones to brighten up your look without being too sporadic.

## OPUS SUPREME

It is one of the most versatile fabrics designed by Gul Ahmed. This hot seller item can easily take any shape or form and can be very easily accessorized. It looks amazing if you pair it with any other material, there’s something exquisite about this material that makes it a great mix. This supreme collection is especially for those who like lots of variety in their wardrobe.



# VISION ELEGANCE

Enjoy authenticity at its best with Gul Ahmed’s high quality fabrics. ‘Vision Elegance’ is for the dominant man, who demands high quality as his rightful heritage. This fabric is sure to set you apart and make you feel your best with a style that celebrates the cultured gentleman.

## RIWAYAT

Celebrate traditions like never before with Riwayat. Weaved with timeless elegance the fabric is true to its eastern roots. It is stylish and yet caters to comfort. So dress to impress while making a bold cultural statement and stand out in style at every instance draped in this classic.

## OPUS STRATUS

They say a well-made suit can make or break a man but the foundation of any great outfit is its fabric. While menswear designers experiment with new looks and silhouettes every season, Gul Ahmed is working behind



the scenes to develop new and exciting materials that will bring their designs to life. This exquisite fabric is one of the few fabrics that is bound to turn heads. It’s a classic choice for men’s suiting.

## VISION SCARLET

This versatile material is best designed for winters. There is really nothing better than this great classic fabric by Gul Ahmed.



Its light weightless texture is much more functional in comparison to other fabrics and is designed keeping in mind the needs of the modern man.

## DYNAMIC

This fabric like the origin of its name was created to accessorize the modern man in the finest of fabrics. Dynamic is an apt fabric to adorn at any occasion for the contemporary man. With the festive season in tow it’s a must have wardrobe essential for every man.



**GulAhmed**

**ideas®**



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**PRODUCT MAY  
VARY FROM  
PICTURE**



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