

A bedroom scene featuring a teal-colored wall. At the top, lush green foliage hangs down. In the center, a bed is made with a light blue duvet and a white bedsheet adorned with a large blue and green floral pattern. Several pillows are arranged on the bed, including two light blue striped pillows and two white pillows with blue floral prints. To the right of the bed, a small white round table holds a blue glass jar, a white ceramic container, and a small white vase. To the left, a small blue vase sits on a similar table.

live it out

 **Ideas**[®]

THE INTRO

It's time to fill the house with the spirit of colors. We are proud to showcase our new Collection. With our new bed linen designs, our team continues to impress and inspire, with each piece offering something exquisite and unique, taking inspiration from diverse cultures and natural elements.

The collection includes the fashionable, stylish, subtle and ethnic patterns to suit a wide range for bedroom looks. The collection is based on the latest trends in fashion and interior design, as you would expect from us. From cozy traditional to cool chic, transform your sleeping space into a stylish oasis with our mesmerizing collection – style guide.

Collection offers a broad selection, from modern floral, contemporary classic ethnic patterns like Zardozi, kashida kaari, vivid animal print to experimental fusion of maze themed design, till neutral geometric patterns. Collection is brimming with amazing textures and cool tones.

This collection exudes an airy and fresh feel. At a single glance, each piece will evoke a feeling of home which is harmonized with our home accessories and bath linen collection.

Set up your home with our new collection.

Enter the world of IDEAS HOME!



Thread Count 150

easy care





PERSIAN BLUE

The rich, ethnic paisley patterned motifs create a unique visual appeal. A must have bedding this season.

MAZE



For eye-catching style to refresh your sleep space, opt for this watercolor geometric duvet cover, which will reflect your impeccable style.

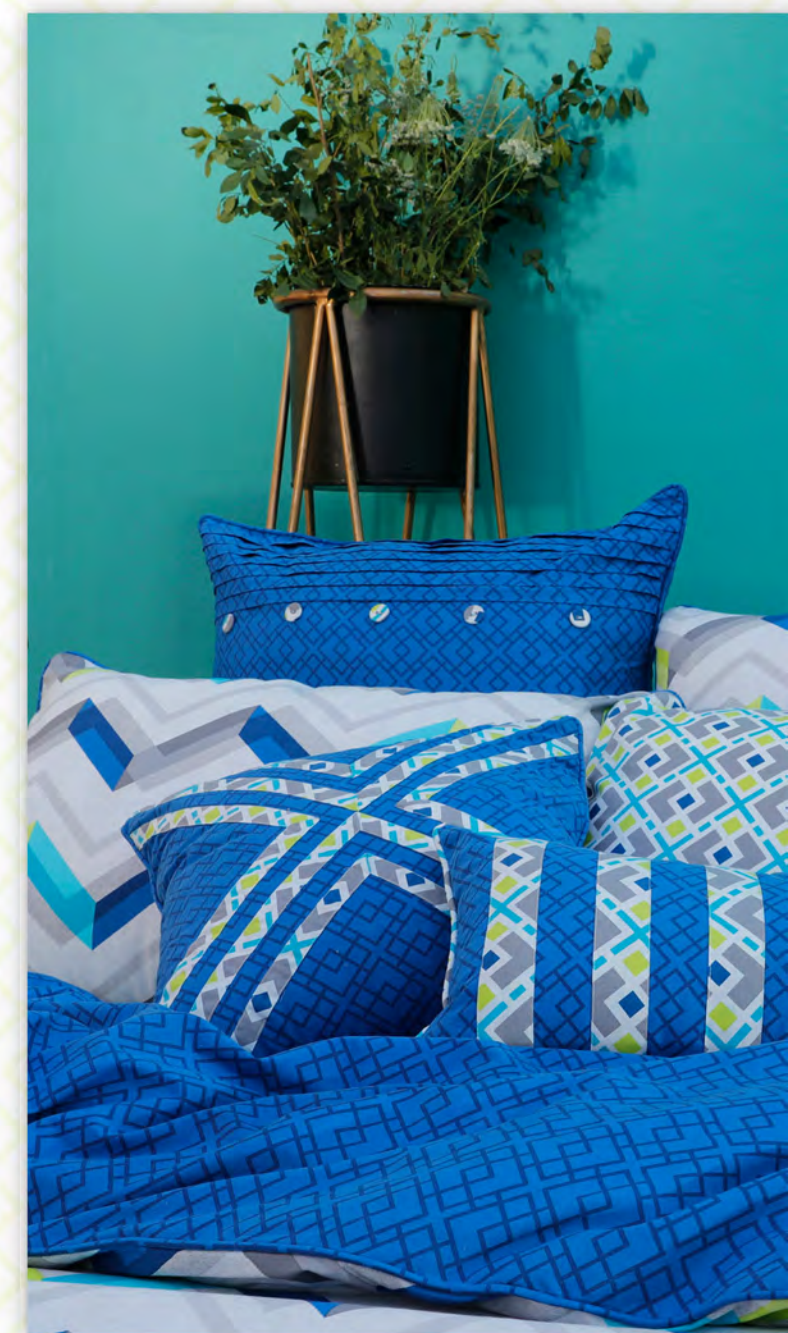




TASHKENT



Inspired by Tashkent Suzanne motifs, this design combines Suzanne motifs in ochre and terracotta red color, provides a sumptuous look.



NEO ZIGZAG

Add a touch of lively fashion to your bedroom with this duvet cover.

MIMOSA



Give your room a bright and airy feel with the charming bedding, featuring defined gradient floral pattern.





FLORESCENCE



Dramatize your boudoir style with this floral print, which instantly adds a contemporary touch to any sleeping space.



AUBERGINE

The array of purple tones is styled perfectly in paisley and medallion print to enlighten any room space.

RAJANPUR



Designed to features an ethnic' theme, the duvet cover is framed with a contrast floral border for a beautiful, polished finish.





MORNING MIST



Add a modern touch to your bedroom with this beautiful set featuring a modern water-color floral paisley print.



KINETIC

This medallion detailed patterned bedding will give a modern touch to your bedroom.

MACAROON



Go modern with gradient Aztec pattern, a unique bed set in shades of brown and beiges.



Thread Count 200

luxury





ALASKA

Intricately paisley patterned with a light pastel color palette and subtle highlights, this watercolor effect-inspired paisley bed set is the perfect trans-seasonal style for any bedroom.

AMBER LACE



The perfect blend of color and style, it is a detailed paisley lace pattern in yellows and grey. This ethnic and stylish set will make the perfect addition to your bedroom.





CHECKS & PLAID



Refresh your bedroom's classic look with this duvet set, featuring the effortlessly cool and always in style check and plaids, it is the perfect way to add pattern to space. Take your bedding style to the next level when you blend this set with any sort of room decor.

ICEBERG



A fabulous, trailing leafy design will add an effortless sophistication and style to your bedroom. A soothing color pallet in hues of blue and turquoise will define the summer season.





JADE LATTE

This bedding will take your bedroom's look and feel to a whole new level with its cozy feel and attention-grabbing damask pattern in neutral tones with striking contrast turquoise color and layout.

KASHIDA KAARI



Feel like luxury with this set featuring a traditional paisley medallion print in a beetroot finish. Create your dream bedroom look with this set. The beiges and beetroot transitional paisley detailed print provides a cozy look you will love. This set gives you great look.



LILLY



This bedding is perfect for adding romance and charm to any bedroom, its lily floral inspired style in blackberry colors balanced with geometric print sheet in tones of lilac. Beautiful contemporary floral designs are a great way to add fashion style to your bedroom.

PEARL BLOSSOM



A perfect combination of artistic flavor and serenity, this stunning painterly bedding displays watercolor flowers dappled in restful hues, flowers roosting amongst branches. The print satisfy aesthetic tastes and sensibilities while the color satisfies the tranquil and peaceful mood.



PYROPE

Feel like luxury with this set featuring a traditional paisley medallion print in a beetroot finish. Create your dream bedroom look with this set. The beiges and beetroot transitional paisley detailed print provides a cozy look you will love.

ROYAL PATCHWORK



Styled with a mix and match of gorgeous oriental block print pattern in earthy tones. With this patch work style bedding featuring floral and oriental patterns, it will put a refreshing finish on any room's decor. Sophistication radiates that complements both traditional and contemporary bedroom décor.



SANGRIA ROSE

Bring on the French country style into your master suite with this Sangria Rose bedding set. A charming embroidered floral bedding. This shouldn't be missed.

Thread Count 300

royal



BLUE DAMASK



This bedding will dress up any room with its lush and vibrant regality. It features a detailed damask pattern in blue and gold with accents in red, ivory and beige. Create a truly luxurious feel that matches and gives a focal point to your room that you can be proud of.

Thread count 400

signature





CRYSTAL WHITE

Extravagantly Soft and Comfortable Embroidered Series, offers a classic aesthetic appeal to match any style of décor. Available in luxurious colors.

SANGRIA



Indulgently soft, sateen weave bedding feels almost heavenly with 100% cotton, making your bed the most comfortable place.



EMERALD



A softer, finer touch experience a wonderful night's sleep with our Royal Signature Collection is a must-have that combines elegance with comfort.

Thread Count 150

kids care





RACING CARS

This fun bedding in multicolor cars and stickers energize the room.

2



BOATS



The colorful playful print of fun sailing boats brightens up every child's room!



Thread Count 150

sheet sets





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.

House Couture

home cover





FEEL TO RELAX

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





ENCHANTED COZY COMFORT

Intergate upscale luxury into your home decor with our range of designer cushion covers. These packs of four feature intricate detail and tradiotional extravagance. Add this to your home decor and trumpet your eye for excludivity today, and everyday.



DAY'S SPECIAL

Celebrate your special days with our exclusive collection.



Table Linen

fine dine



Keywords

- floral
- traditional
- fuschia
- folk



FUSCHIA FLORAL

TABLE LINEN





MEDALLIAN

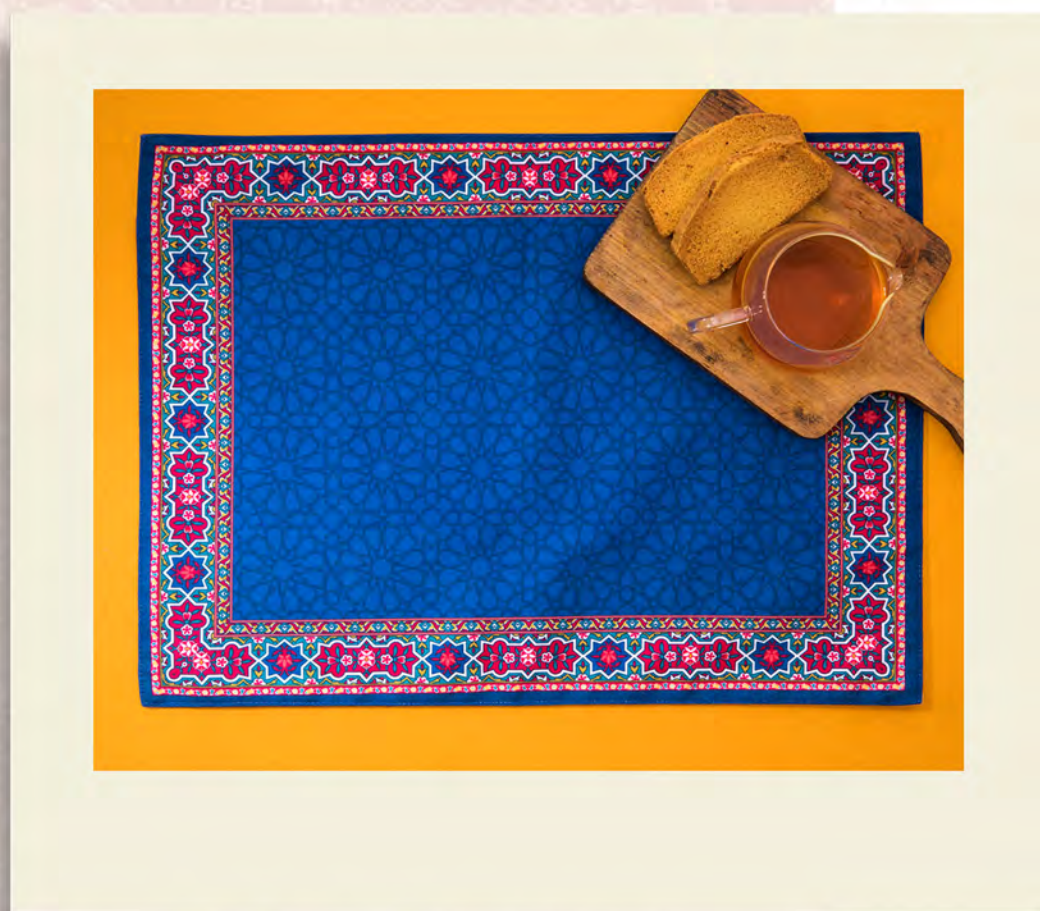
TABLE LINEN

Keywords

- denim
- navy
- red
- medallion







PLACEMATS

Add the perfect touch to your dining experience, with our vibrant and tasteful range of placemats.



TEA COASTERS

Adding coasters is one the most simple and effective ways to instantly lift a table or dining space.



Bath Linen

afterbath





COMBED TOWELS

Made from 100% cotton. Pamper yourself after every bath with our irresistibly soft and finely combed towels.

AVAILABLE IN

HAND TOWEL: 500X100 CM
BATH TOWEL: 70X140 CM
BATH SHEET: 100X150 CM

COMBED TOWEL PLAIN



YELLOW



DARK GREY



CREAM



MAGENTA



MINT



PEACH



FOG



LIGHT GREY



LIME



PLUM



WHITE



CEDAR

COMBED TOWEL VISCOSE



YELLOW



DARK GREY



CREAM



MAGENTA



MINT



PEACH



FOG



LIGHT GREY



LIME



PLUM



WHITE



CEDAR

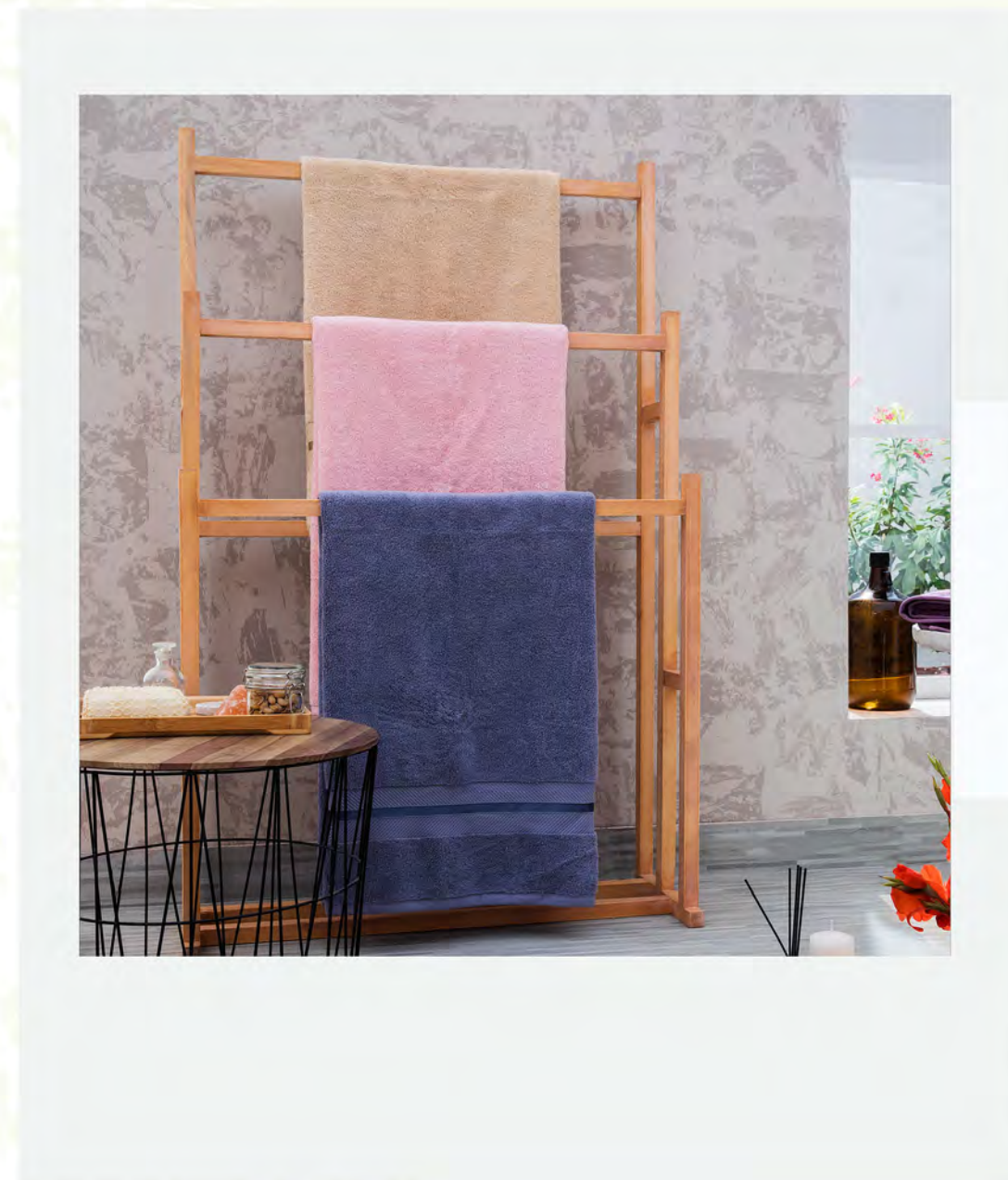


EMBROIDERED TOWELS

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

HAND TOWEL: 500X100 CM
BATH TOWEL: 70X140 CM
BATH SHEET: 100X150 CM



ZERO TWIST TOWELS

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

AVAILABLE IN

HAND TOWEL: 500X100 CM
BATH TOWEL: 70X140 CM
BATH SHEET: 100X150 CM

ZERO TWIST TOWEL



STEEL



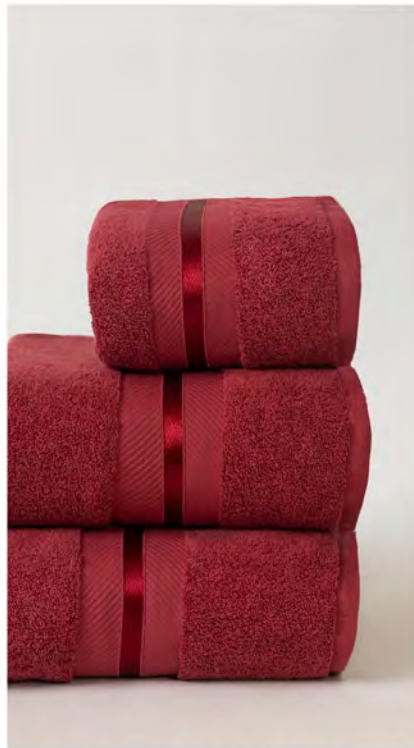
BEIGE



LIGHT PINK



DULL GREEN



MAROON



NAVY



BAMBOO TOWELS

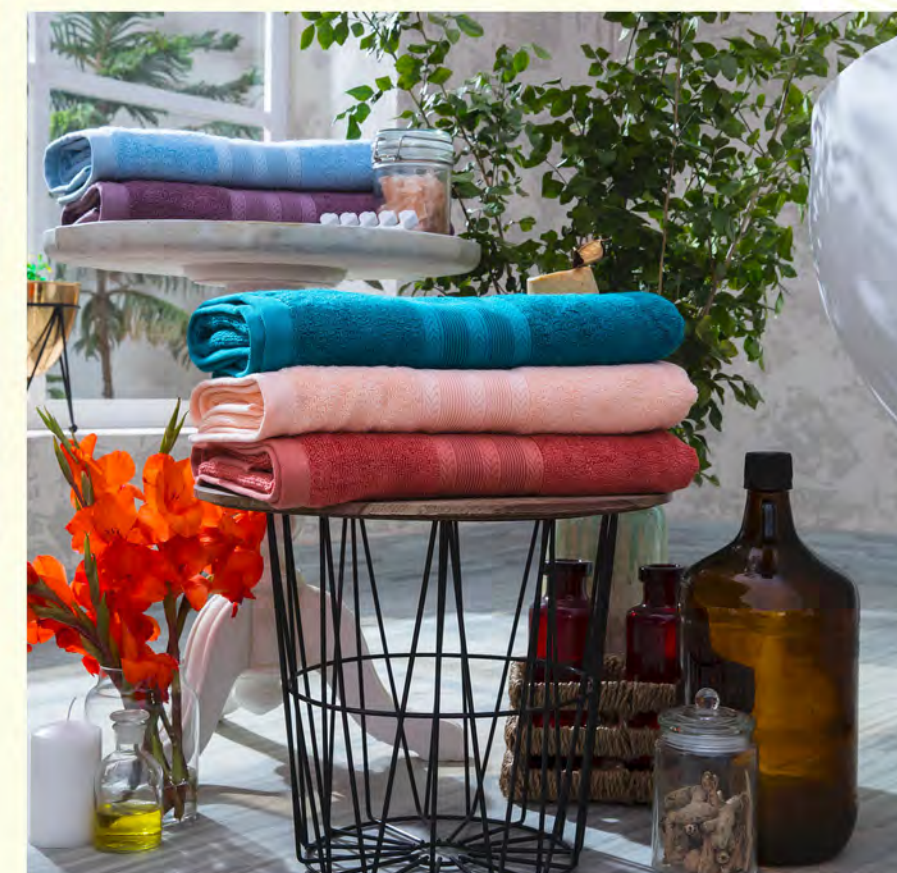
Irresistibly soft bamboo towel collection will take you to a new level of relaxation. Enjoy a luxurious experience at home with our Bamboo towel range. These elegant towels add sensational softness and style to your bathroom.

AVAILABLE IN

HAND TOWEL: 500X100 CM

BATH TOWEL: 70X140 CM

BATH SHEET: 100X150 CM



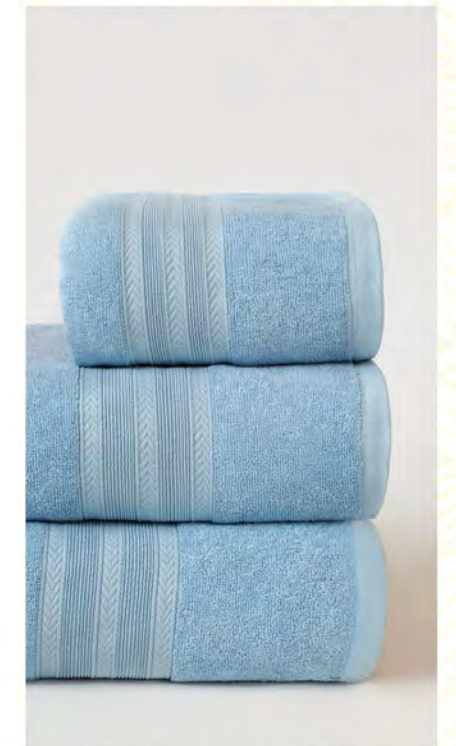
BAMBOO TOWEL



SALMON



CHOCOLATE



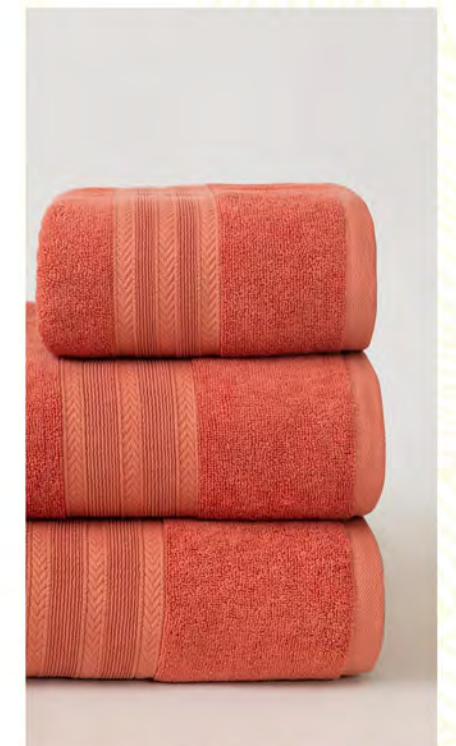
LIGHT BLUE



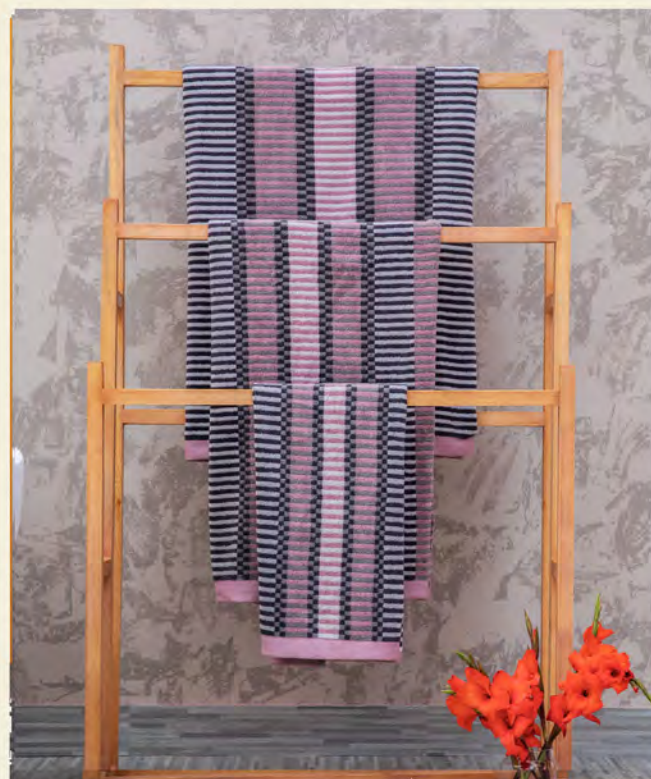
MAUVE



PINE



RUST



JACQUARD TOWELS

Get mesmerized with our exclusive jacquard towel collection.

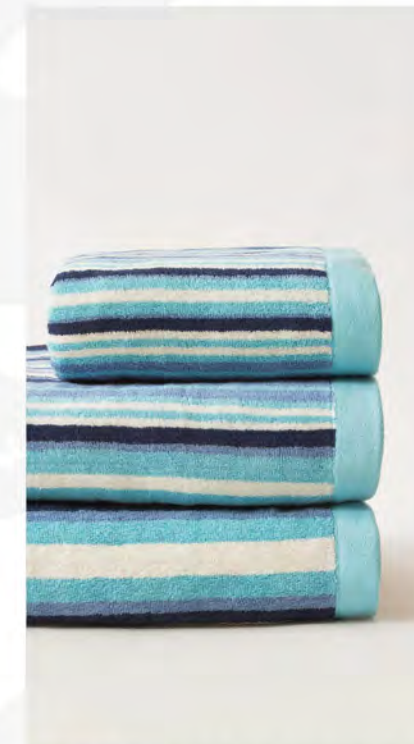
AVAILABLE IN

HAND TOWEL: 500X100 CM
BATH TOWEL: 70X140 CM
BATH SHEET: 100X150 CM

JACQUARD TOWEL



**YELLOW AND GREY
YARN DYED TOWEL**



**BLUE AND LIGHT BLUE
YARN DYED TOWEL**



**PINK AND GREY
YARN DYED TOWEL**



**YELLOW AND GREY
JACQUARD TOWEL**



**BLUE AND LIGHT BLUE
JACQUARD TOWEL**



**PINK AND GREY
JACQUARD TOWEL**

ANTI-MICROBIAL SPORTS TOWEL



ANTI-MICROBIAL SPORTS TOWEL

Soft, lightweight, absorbent, quick drying & odor free premium workout & Sports Towel made for drying sweat comfortably. They also fold up easily and take up very little space. Additionally, they are a perfect safe solution for



LIME



BROWN



WHITE

LUXURY BATHROBE



LUXURY BATHROBE

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

AVAILABLE IN
XS, S, M, L AND XL





COMBED BATHROBE

Made from long staple combed cotton, this robe is soft, comfortable and highly absorbent. Front patch pockets and full shawl collar add convenience and styling to this bathrobe. Available in a range of fashionable colors, this bathrobe is suitable for both men and women.

AVAILABLE IN
XS, S, M, L AND XL

COMBED BATHROBE



SANDY



EGGPLANT



FERN



FUCHSIA



MIDNIGHT



SALMON



Bedding Basics

rest easy

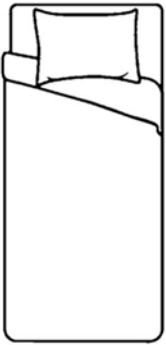
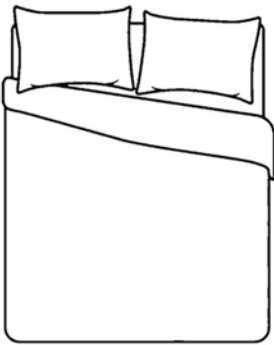
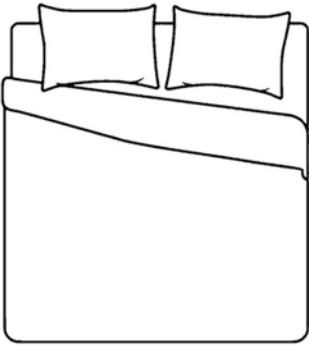


BEDDING BASICS

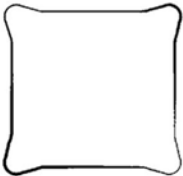
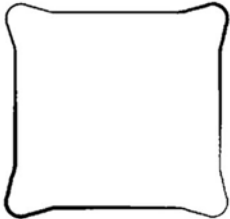
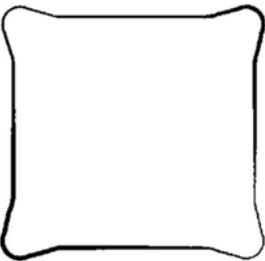
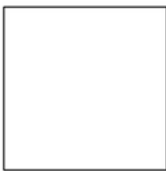
Our finest range of Bedding Basics combines innovation and luxury to give you the ultimate comfort. For a truly luxurious night's sleep, choose only the best.



SIZE GUIDE

ARTICLE	SINGLE		DOUBLE		KING	
						
	CM	INCHES	CM	INCHES	CM	INCHES
DUVET COVER QUILTED THROW COMFORTER DUVET FILLING	152x240	60x94	230x240	91x94	265x240	104x94
BED SHEET	160x260	63x102	240x260	94x102	270x260	106x102
FITTED SHEET	106x198+25	42x78+10	183x198+25	72x78+10	213x198+25	84x78+10
FLEECE THROW	145x240	57x94	200x240	79x94		
THERMAL BLANKET COTTON LINEN BED THROW	-		200x240	79x94	-	

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

CUSHIONS CUSHION FILLINGS								
	SQUARE CUSHION		DECK CUSHION		EURO SHAM		FLOOR CUSHION	
	46x46 cm	18x18 inches	30x56 cm	12x22 inches	63x63 cm	25x25 inches	80x80 cm	31x31 inches
TABLE LINEN								
	TABLE COVER		TABLE RUNNER		PLACE MAT		NAPKIN	
	162x241 cm	64x95 inches	35x162 cm	14x64 inches	33x45 cm	13x18 inches	46x46 cm	18x18 inches

TOWEL										
	WASH CLOTH		SPORTS TOWEL		HAND TOWEL		BATH TOWEL		BATH SHEET	
	30x30 cm	12x12 inches	40x80 cm	15x31 inches	50x100 cm	20x39 inches	70x140 cm	27x55 inches	100x150 cm	39x59 inches

BATHROBE		SIZES	XS	S	M	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

LUXURY BATHROBE		SIZES	M	L	XL
		LENGTH	115 cm	120 cm	130 cm
		CHEST	55 cm	60 cm	66 cm
		ARM HOLE	34 cm	36 cm	38 cm
		ARM HOLE (BACK)	37 cm	39 cm	42 cm
		SLEEVES LENGTH	70 cm	75 cm	82 cm
		CUFF	18 cm	18 cm	19 cm
		POCKETS	18x20cm	18x20cm	18x20cm
		BOTTOM	126 cm	136 cm	150 cm
		BELT	180x4cm	190x4cm	190x4cm

RUG		
	91x152 cm	36x60 inches

BATH MAT				
	40x50 cm	15x20 inches	50x80 cm	20x31 inches

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-Iqbal. 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, Gullstan-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-Rooml, 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 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
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
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

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 Wali 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.

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

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 Galli. 0457-830492

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

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

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

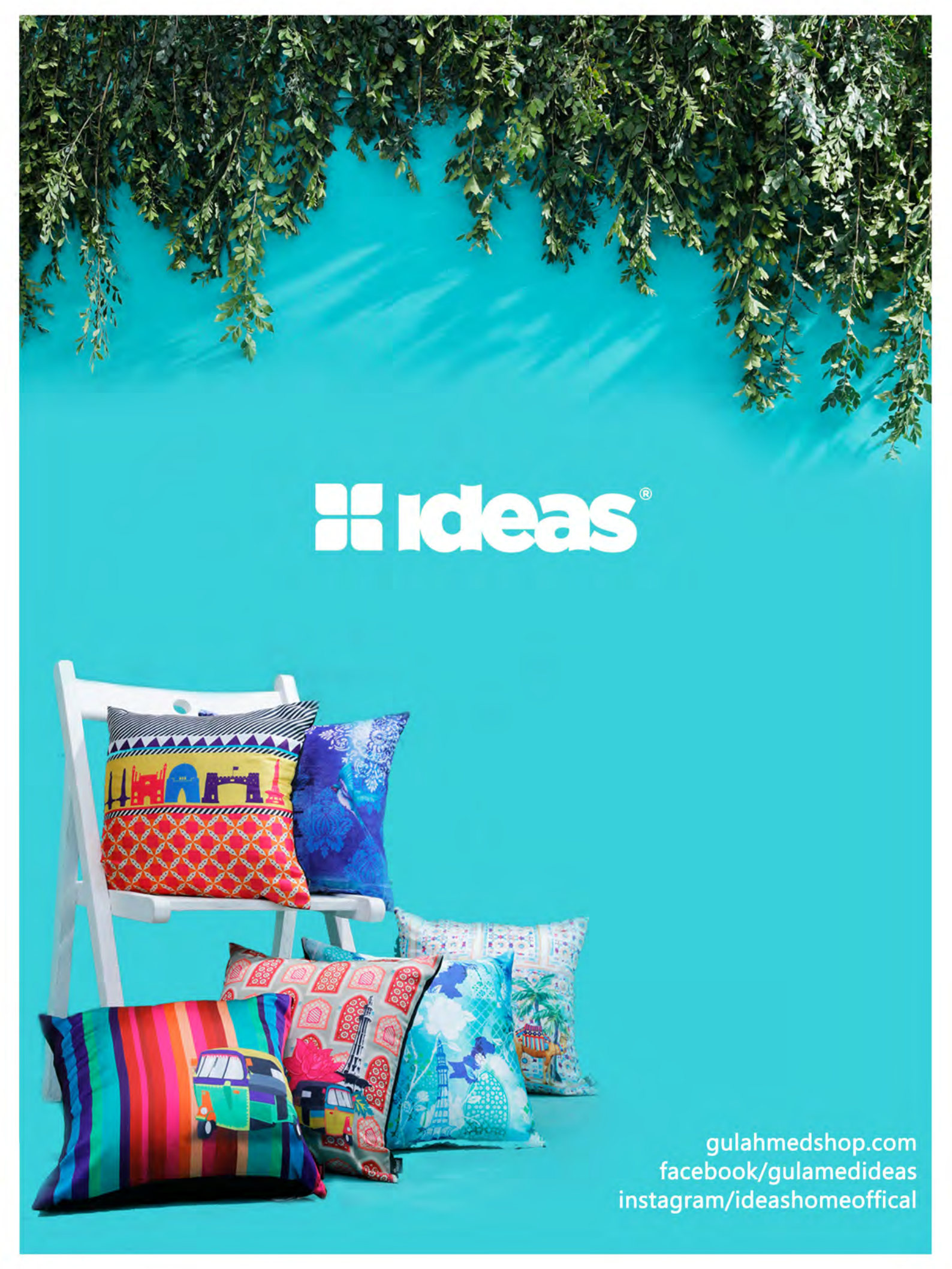
JHANG
Shaheed Road (Opposite to Abidah Hospital). 0477-651192

LARKANA
Word C, Near Sapna Hotel. 074-4045005

UPCOMING STORES

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





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