

 **ideas**[®]

discover **home**

Summer Collection 2021



discover **home**

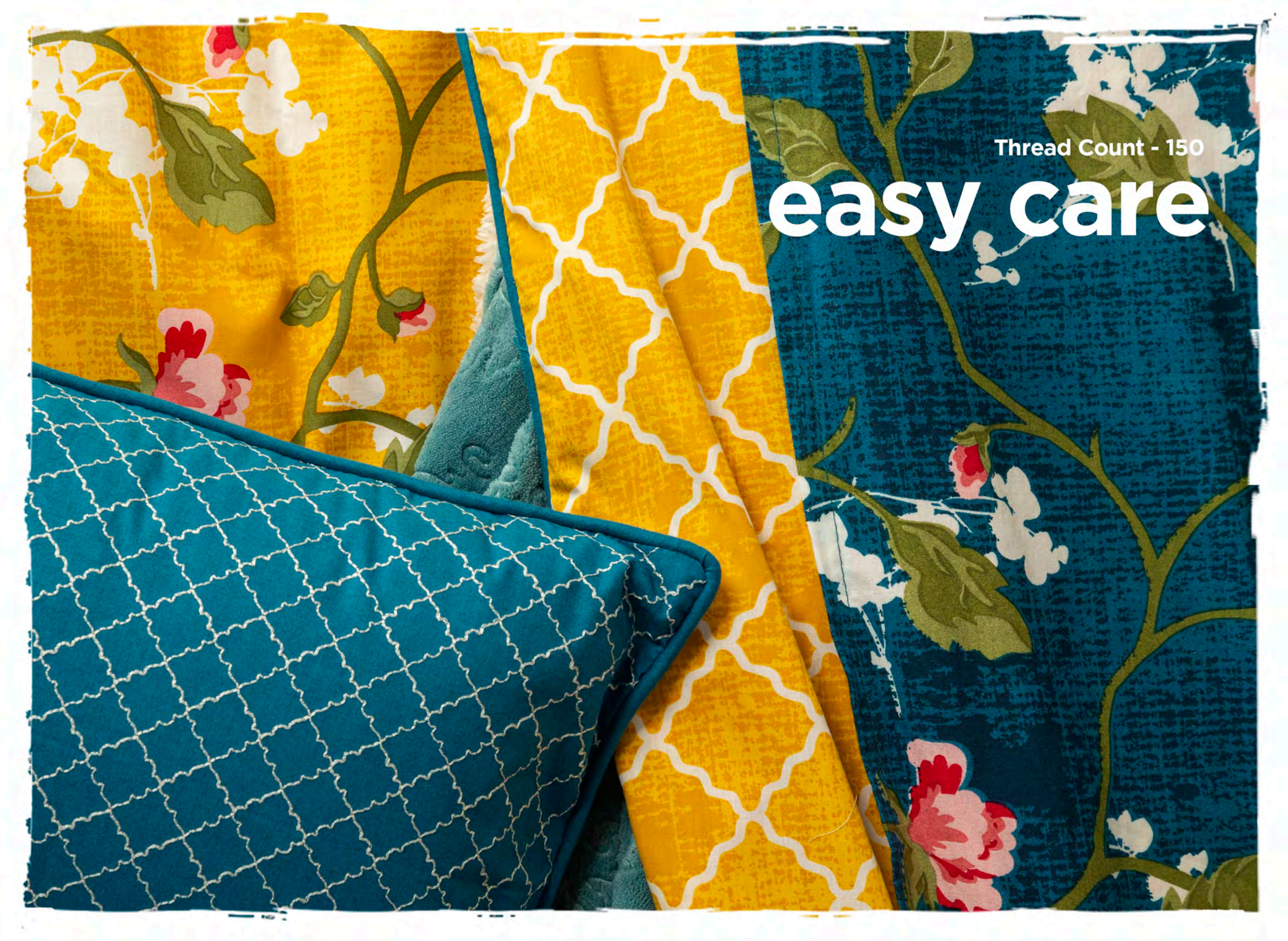
This season IDEAS HOME presents a beautiful summer 2021 collection inspired by trends. The collection is made with love to inspire all.

Our new collection is here to help you out in setting up your space. This collection includes fashionable, stylish, subtle and ethnic patterns to suit a wide range of bedroom looks. It is based on the latest trends in fashion and interior design that offers a broad selection of modern and classic floral, classic ethnic patterns like Kantha, Meena kari, Chunri, experimental fusion of Markhor and neutral geometric patterns with contemporary prints.

The extensive collection of our latest bedding harmonizes with our home accessories and bath linen collection.

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





Thread Count - 150

easy care



Easy Care Bedding



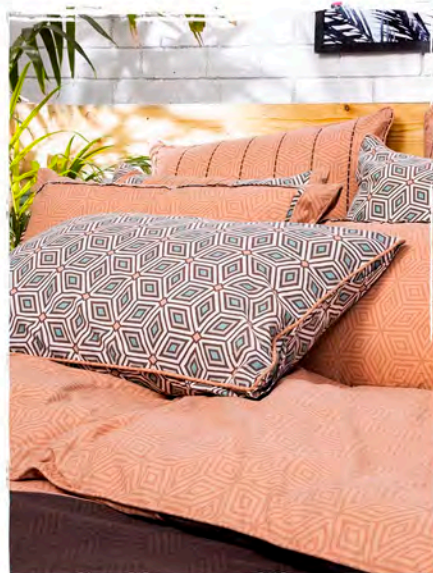
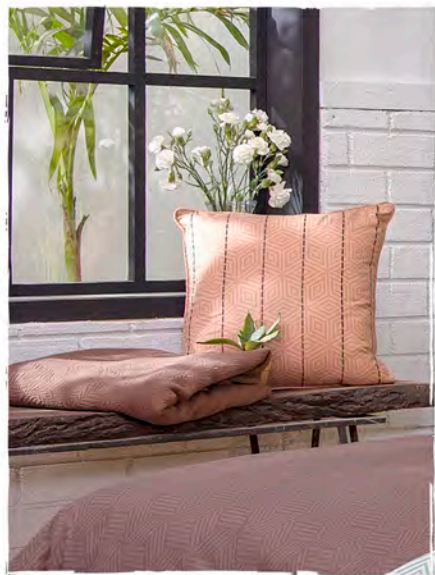
BLOOMING BUD



Easy Care Bedding



Easy Care Bedding



VIVID



MARKHOR



Easy Care Bedding



Easy Care Bedding



CHUNRI



Easy Care Bedding



GOLD BINE



HERITAGE



Easy Care Bedding



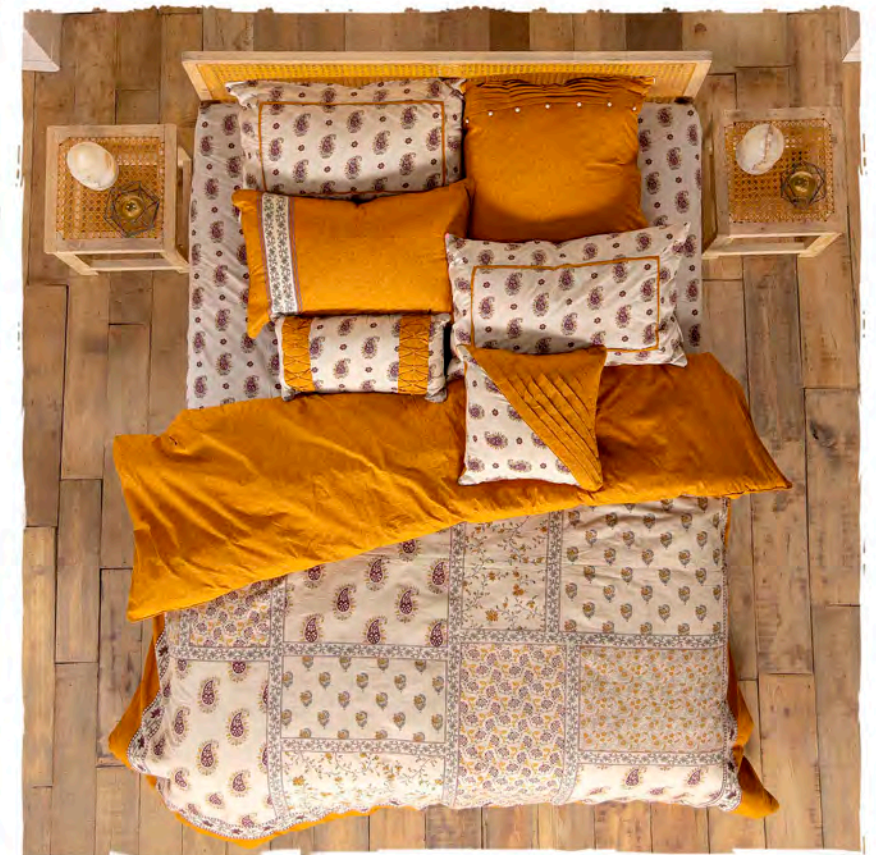
Easy Care Bedding



VISAGE RED



MELANGE



Easy Care Bedding



Easy Care Bedding

KANTHA



BATIK



Easy Care Bedding



Easy Care Bedding



PASTEL BLUE



Easy Care Bedding



QUAD SHELL



Easy Care Bedding



DHANAK



HELIX



Easy Care Bedding



Easy Care Bedding

BINARY



Easy Care Bedding



Thread Count - 200

luxury



Luxury Bedding | 100% Cotton Sateen



GAZANIA



Luxury Bedding | 100% Cotton Sateen



Luxury Bedding | 100% Cotton Sateen



CINNAMON



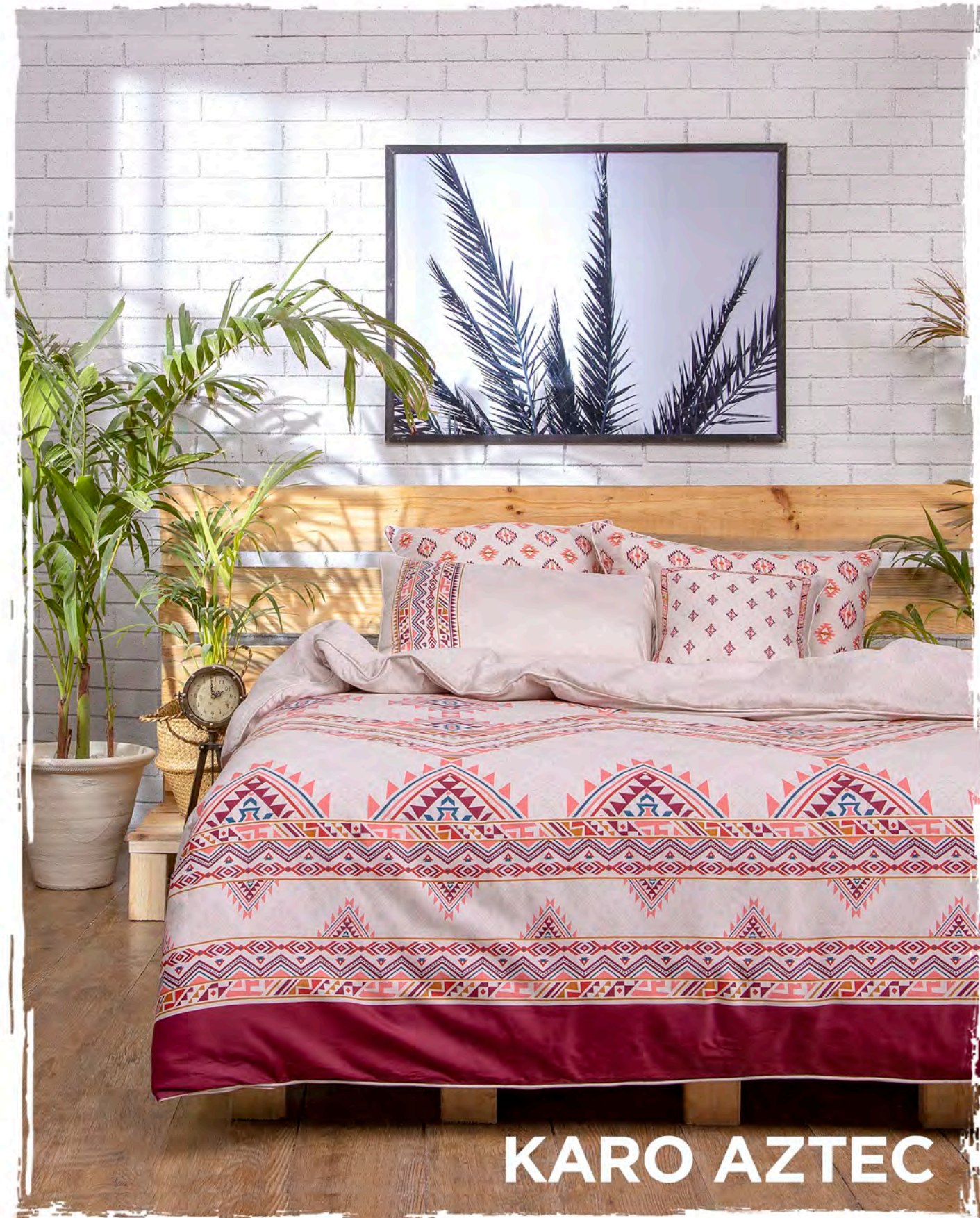
CELESTIAL



Luxury Bedding | 100% Cotton Sateen



Luxury Bedding | 100% Cotton Sateen



KARO AZTEC



BLUEBERRY



Luxury Bedding | 100% Cotton Sateen



Luxury Bedding | 100% Cotton Sateen





BRUNNERA



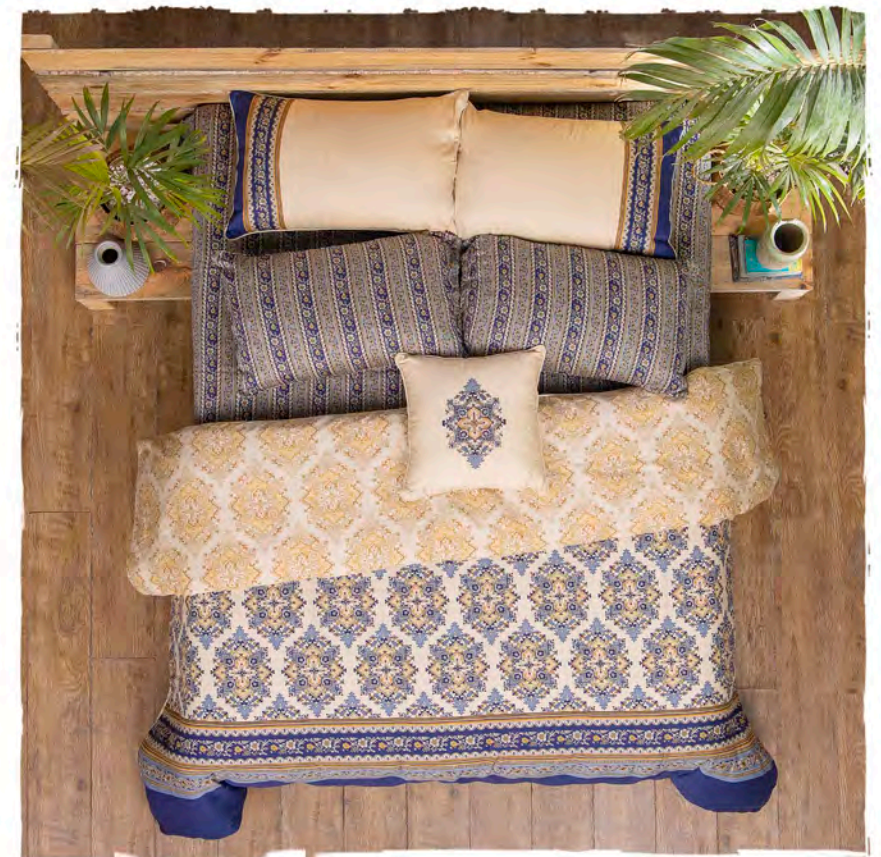
Luxury Bedding | 100% Cotton Sateen



Luxury Bedding | 100% Cotton Sateen



ORNATE



Luxury Bedding | 100% Cotton Sateen



Luxury Bedding | 100% Cotton Sateen



ETHNIC TALE



LAPIS BLUE



Luxury Embroidered Bedding | 100% Cotton



Luxury Bedding | 100% Cotton Sateen





DYNASTY



Luxury Embroidered Bedding | 100% Cotton Sateen

The background of the entire image is a close-up photograph of a teal-colored fabric with a fine, wavy striped pattern. The fabric is draped and folded, creating deep shadows and bright highlights that emphasize its texture. The stripes are not perfectly straight but follow a gentle, undulating path across the frame.

Thread Count - 250

stripe



Luxury Stripe Bedding | 100% Cotton Sateen



DUCK EGG



Luxury Stripe Bedding | 100% Cotton Sateen





WHITE



Luxury Stripe Bedding | 100% Cotton Sateen



Luxury Stripe Bedding | 100% Cotton Sateen



Thread Count - 300

royal





Royal Bedding | 100% Cotton Sateen



BROCADE



Royal Bedding | 100% Cotton Sateen



Thread Count - 400

signature



Royal Signature Bedding | 100% Cotton Sateen
Embroidered



Royal Signature Bedding | 100% Cotton Sateen
Embroidered





TEA ROSE



**Royal Signature Bedding | 100% Cotton Sateen
Embroidered**





Indus Valley Cotton

Thread Count - 600

imperial



Imperial Bedding | Indus Valley Cotton



WHITE



Imperial Bedding | Indus Valley Cotton

GREY

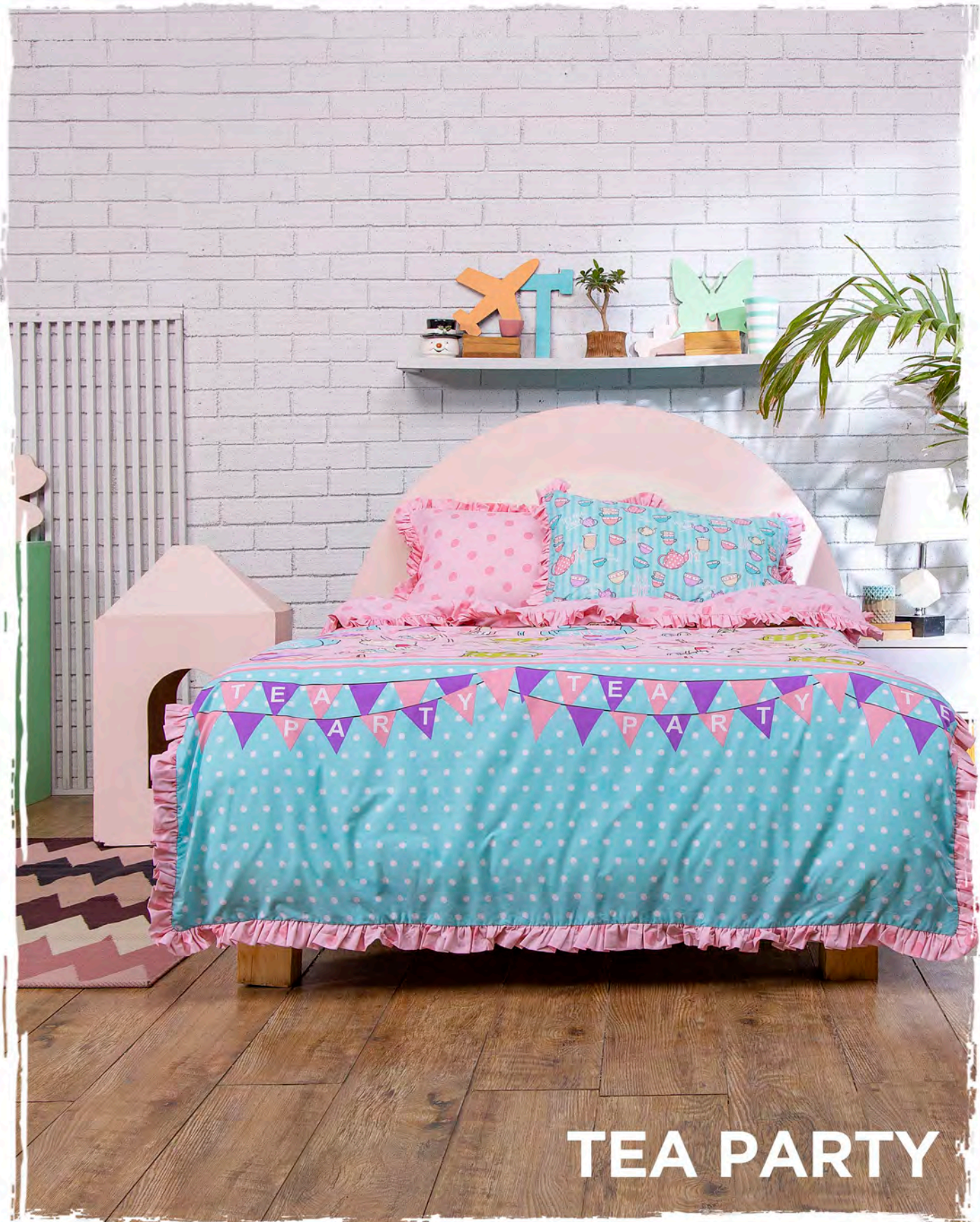
Thread Count - 150

kids care





Easy Care Kids Bedding



TEA PARTY



CAMP FIRE



Easy Care Kids Bedding



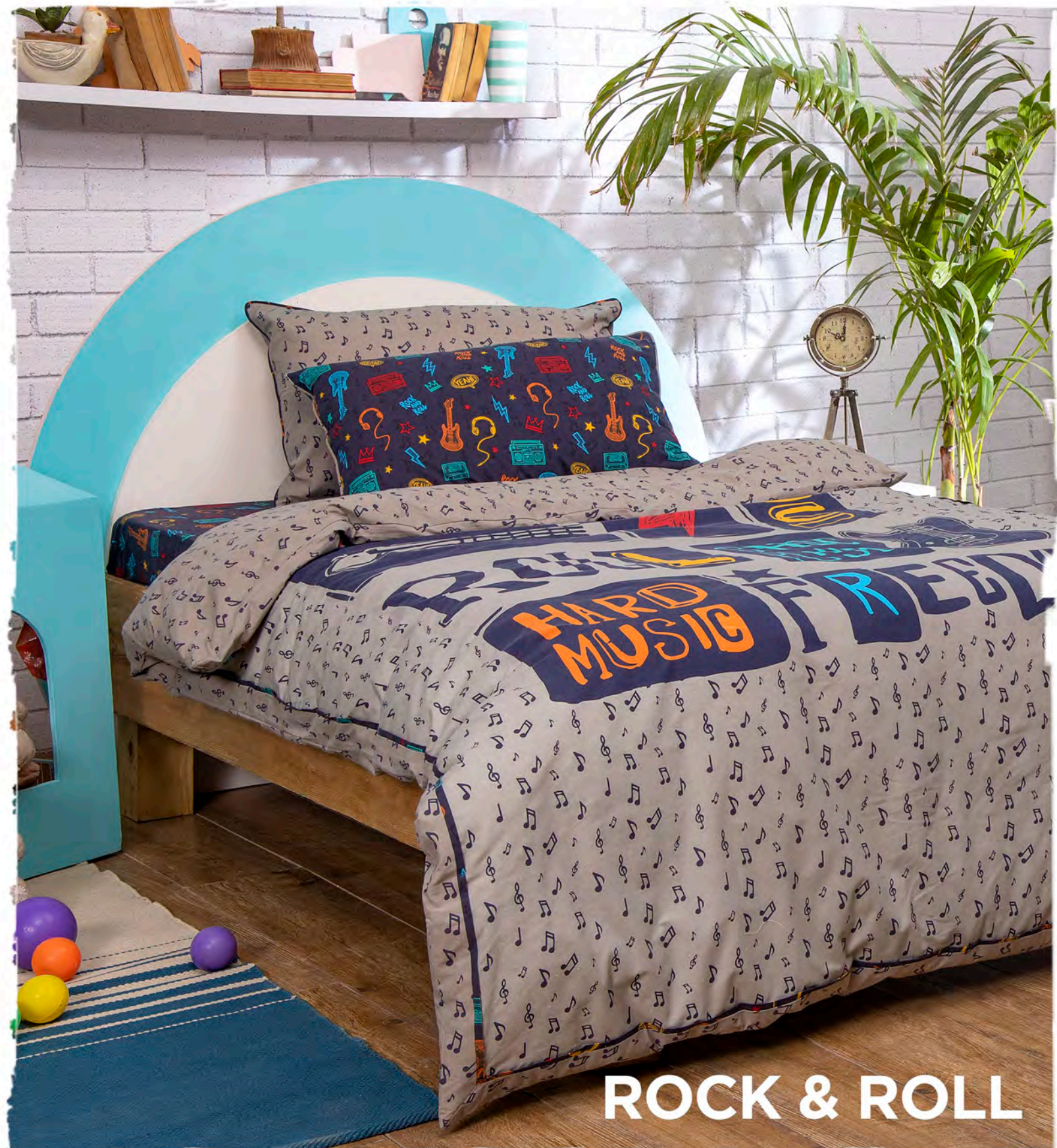
Easy Care Kids Bedding



MERMAID



Easy Care Kids Bedding



ROCK & ROLL

House Couture

home cover





Home Cover | Digital Print



DIGITAL CUSHIONS



DAY'S CUSHION



Home Cover | Digital Print



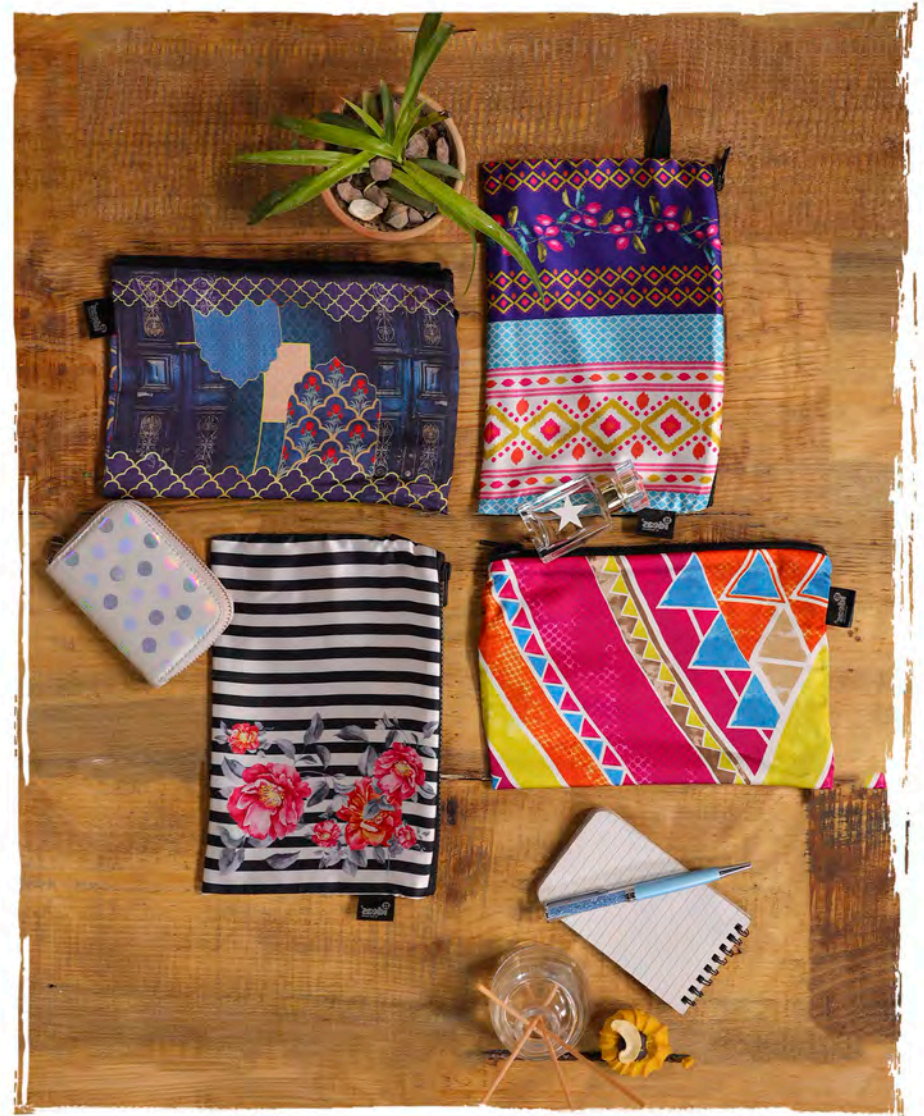
Home Cover | Digital Print



FLOOR COMFORT



VANITY POUCHES



Home Accessories | Digital Print

Table Linen

fine dine





PLACE MATS



Table Linen | Digital Print



TRAYS

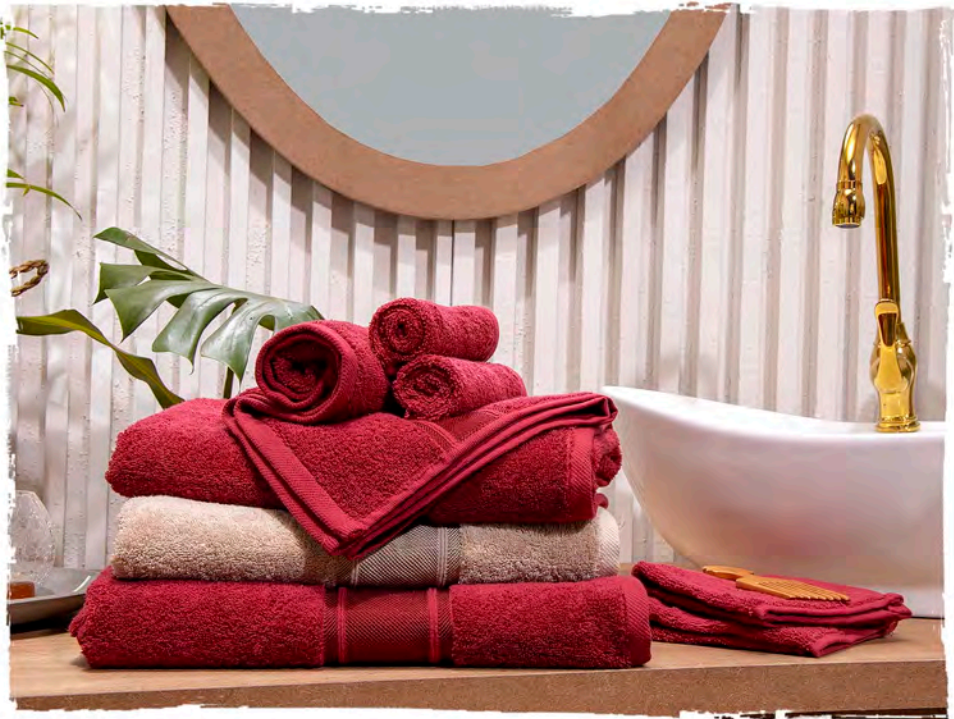


TEA COASTERS

Bath Linen

afterbath





Bath Linen | Combed 100% Cotton



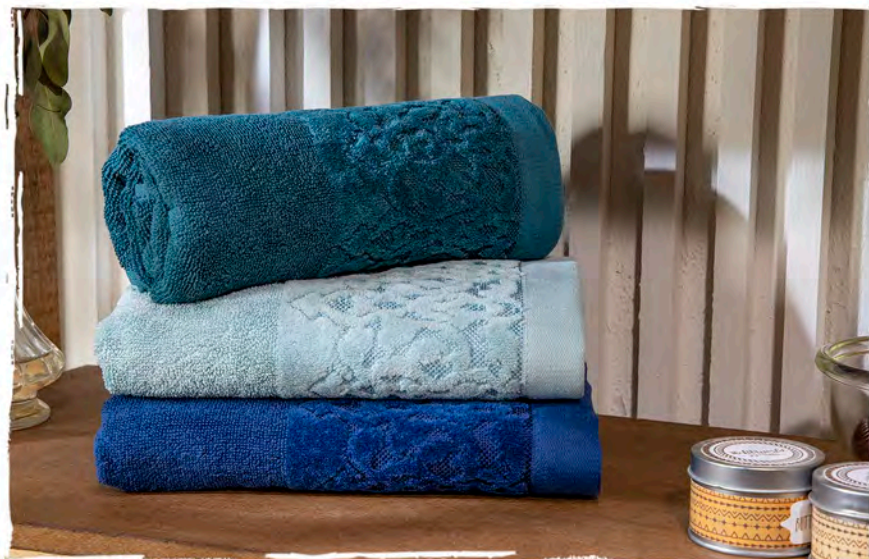
COMBED



COMBED



Bath Linen | Combed 100% Cotton
Embroidered



Bath Linen | 100% Cotton



JACQUARD



Bath Linen | 100% Cotton



ZERO TWIST



Bath Linen | 60% Cotton 40% Bamboo



BAMBOO



Bedding Basics

rest easy

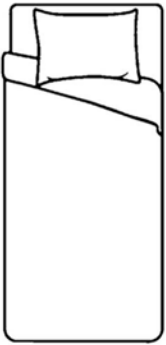
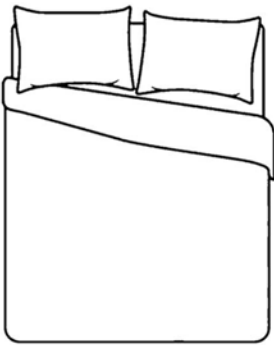
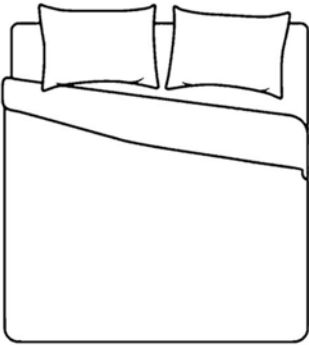


Bedding Basics

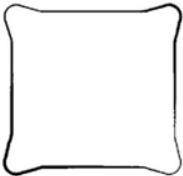
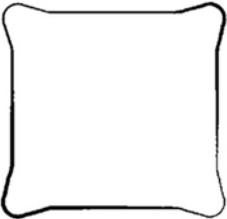
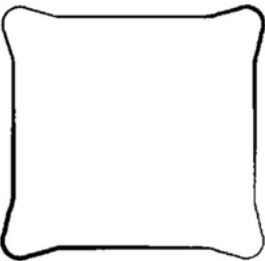


FILLINGS

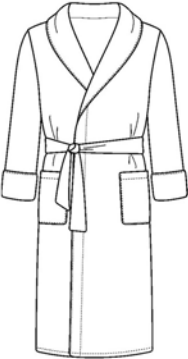
SIZE GUIDE

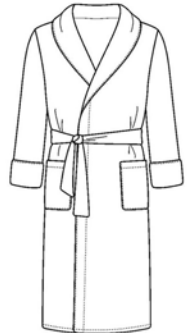
ARTICLE	SINGLE		DOUBLE		KING	
						
	CM	INCHES	CM	INCHES	CM	INCHES
DUVET COVER QUILTED THROW COMFORTER DUVET FILLING	152x240	60x94	230x240	91x94	265x240	104x94
BED SHEET	160x260	63x102	240x260	94x102	270x260	106x102
FITTED SHEET	106x198+25	42x78+10	183x198+25	72x78+10	213x198+25	84x78+10
FLEECE THROW	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
			43 inches	44 inches	45 inches	45.5 inches	47 inches
		CHEST	50 cm	52 cm	54 cm	56 cm	62 cm
			19.5 inches	20 inches	21 inches	22 inches	24 inches
		SLEEVES	46 cm	48 cm	50 cm	52 cm	54 cm
			18 inches	19 inches	19.5 inches	20 inches	21 inches
		ARM HOLE	24 cm	26 cm	26 cm	28 cm	30 cm
			9 inches	10 inches	10 inches	11 inches	12 inches
		POCKETS	18x20cm	18x20cm	18x20cm	18x20cm	18x20cm
			7x8 inches	7x8 inches	7x8 inches	7x8 inches	7x8 inches
		BELT	180x4cm	180x4cm	180x4cm	180x4cm	180x4cm
			71x1.5 inches	71x1.5 inches	71x1.5 inches	71x1.5 inches	71x1.5 inches

MODAL BATHROBE		SIZES	M		L		XL	
		LENGTH	115 cm	45 inches	120 cm	47 inches	130 cm	51 inches
		CHEST	55 cm	21.5 inches	60 cm	24 inches	66 cm	26 inches
		ARM HOLE	34 cm	13 inches	36 cm	14 inches	38 cm	15 inches
		ARM HOLE (BACK)	37 cm	14.5 inches	39 cm	15 inches	42 cm	16.5 inches
		SLEEVES LENGTH	70 cm	27.5 inches	75 cm	29.5 inches	82 cm	32 inches
		CUFF	18 cm	7 inches	18 cm	7 inches	19 cm	7.5 inches
		POCKETS	18x20cm	7x8 inches	18x20cm	7x8 inches	18x20cm	7x8 inches
		BOTTOM	126 cm	50 inches	136 cm	53.5 inches	150 cm	59 inches
		BELT	180x4cm	71x1.5inches	190x4cm	75x1.5 inches	190x4cm	75x1.5 inches

RUG		
	91x152 cm	36x60 inches

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

Store Locator

KARACHI Bahadurabad 021-34858951-54	Sector Z-1 021-36350085	Ideas Gulshan-e-Ravi - Block A 042-37480443	Mall of Sialkot. 052-4291710 & 052-4291711-2	KASUR Chandni Chowk - Railway Road. 0492-760660 & 0492-770042	NAWABSHAH Mahla Mohni Bazar. 0244-366281-4	WAZIRABAD Main Sialkot Road. 055-6602072	OKARA D-Block Sadar Bazar. 044-2510526
Sharfabad 021-34857011-3	CSD - Korangi Road 021-35162510	Metro Cash & Carry Store - Ravi Road 042-37947261-3	FAISALABAD Ali Tower - Jaranwala Road. 0418535688-86	SARGODHA Modern Shopping Mall University Road. 048-3769070 & 048-3769170	SUKKUR Mission Road. 071-5627850 & 071-5627854-57	HARIPUR GT Road Khasra # 43,44, Haripur	KHANEWAL Syed Road. 065-2551184
Clifton - Near Schon Circle 021-35374131-5	Mosamiyat - University Road 021-34177282-3	Jasmine Mall - Bahria Town 042-37862763 & 042-37862863	GUJRAT Katchery Road - Building No. 138-B. 053-3608430	BAHAWALPUR Haqi Center - DC Office Chowk. 062-2281224 & 062-2281227	JHELUM Deen Plaza - Civil Lines. 0544-623094-96 & 0544-277182-84	ATTOCK Pleader Lane - Tehsil & District. 057-2700695	NAROWAL Zafarwal Bypass. 0542-411281 & 83
Dolmen City - Clifton 021-35296106-10	Korangi F.O Korangi Industrial Area 021-35144311-6	Shadbagh Scheme 042-37608155	GUJRANWALA Satellite Town 055-3841221-23 Kings Mall. 055-4284131-6	SAHIWAL Bhandari Chowk 040-4460222 & 040-4460444	ABBOTTABAD Main Mansehra Road. 099-2341205-8	MANSEHRA Abbottabad Road. 0997-300924	KHARIAN Seo Commercial Complex - GT. Road. 0537601128
The Ocean Mall 021-35140831-35	Atrium Mall (Ground Floor) - Saddar 021-35640994-6	Shalimar Link 042-36820097-99	Fazal Center - Rahwali Cantt. 055-3861225	RAHIMYAR KHAN Model Town. 068-5879100-3	D.I. KHAN Circular Road. 0966-711193	MARDAN Mardan Nowshere Road. 0937-861507-9	JHANG Shaheed Road. 0477-651192
The Place - DHA 021-35249725	Atrium Mall (First Floor) - Saddar 021-35643166-9	ISLAMABAD Centaurus Mall 051-2701240-5	AZAD JAMU KASH- MIR Muhammad Ismail Plaza - Mirpur 05827-437353-5	MANDI BHAUDDIN Hakim Mall - Jail Road. 054-6502431-93	MIANWALI Sony Khel Market. 0459-230539	DASKA College Road. 052-6614445	LARKANA Word C. 074-4045005
Hyderi, Block H 021-36724481-88	Lasbela - Garden West 021-32237341-2	F-7 Markaz. 051-2652491-96	Neelum Road - Muzaffarabad 05822-442833		CHAKWAL Talagang Road 0543-540218-9	JARANWALA Tanchi Bazar - Tehsil Jaranwala. 041-4310582	SWAT Swat Tower - Main GT Road
Lucky One Mall 021-37181046-50	Landhi Industrial Area - Fair Price Shop 021-35019805	F-10 Markaz. 051-2113614-19					
Millennium Mall 021-34603366 & 021-34680671	FPS EASTERN Sector 3 - Korangi Industrial Area	WTC. 051-2725524					
Model Colony - Liaqat Ali Khan Road	Near Manzil Pump - Fair Price Shop 021-35016514	RAWALPINDI Saddar. 051-5120792-6	MULTAN Abdali Tower - Abdali Road. 061-4574005-10				
Metro Cash & Carry Store -Shahrah-e-Faisal 021-34602257-59	LAHORE DHA - Y Block 04237199812	IDEAS -Satellite Town 051-4428819-21	Plaza Musa Centre - Gol Bagh Road 061-6210035-8				
Dolmen Mall - Tariq Road 021-34321181-3	Allama Iqbal Town - Pak Block 042-37800577	Bahria Town - Phase 7. 051-5412113	Pace & Pace Mall - Bosan Road 061-6224966				
Main Liberty Chowk - Tariq Road 021-3489554-55	MM Alam Road, Gulberg III 042-35757182-7	CSD Pindi	BUREWALA Multan Road 067-3351012-13				
Samama Mall - University Road. 021-34810980	EME Society 042-35452973-79	HYDERABAD Auto-Bhan Road. 022-3411096-7 & 022-341121-2	TALAGANG Mianwali Road 0543410212				
Ideas Malir Cantt. Station Shopping Complex, Near Garrison Masjid Cantt.	Fortress Stadium 042-37341288-91	Gul Ahmed, Saddar 022-2729972-3 & 022-2729934	ARIF WALA Buidling No. 80 - Arifwala 045-7830492				
Dhoraji Colony - C.P. Berar Society. 021-34942441	Amanah Mall 042-35131638-40	Boulevard Mall - Auto-Bhan Road. 022-3413137-39	PESHAWAR University Road 091-5854154-5				
Expo Center. 021-34834681-5	Packages Mall 042-38915840	Latifabad - Block C. 022-3864558	HAFIZABAD Bajwa's Plaza - Vanikey Chowk. 0547-522020				
Gulshan-e-Iqbal - KDA Market. 021-34173761-4	Mall Road 042-36309166-8	Church Building - Tilak Chari. 022-2635003-4	QUETTA Millennium Mall - Gulistan Road. 081-2830476-77				
Gold Mark II 021-35800901-5	PIA Housing Society - Wapda Town 042-35955403						
Gulistan-e-Johar - Block 12 021-34019701	Emporium Mall 042-32592207-8						
Gulshan-e-Maymar -							

UPCOMING STORES

OKARA
M.A. Jinnah Road.

MIRPUR
Sector F1, Azad Kashmir.

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Summer Collection 2021

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