





IDEAS HOME

Spring Summer Collection

IDEAS HOME brings from the soft and sun bleached to the fresh and stimulating, our Spring Summer '19 Collection features a beautiful raft of enchanting colors.

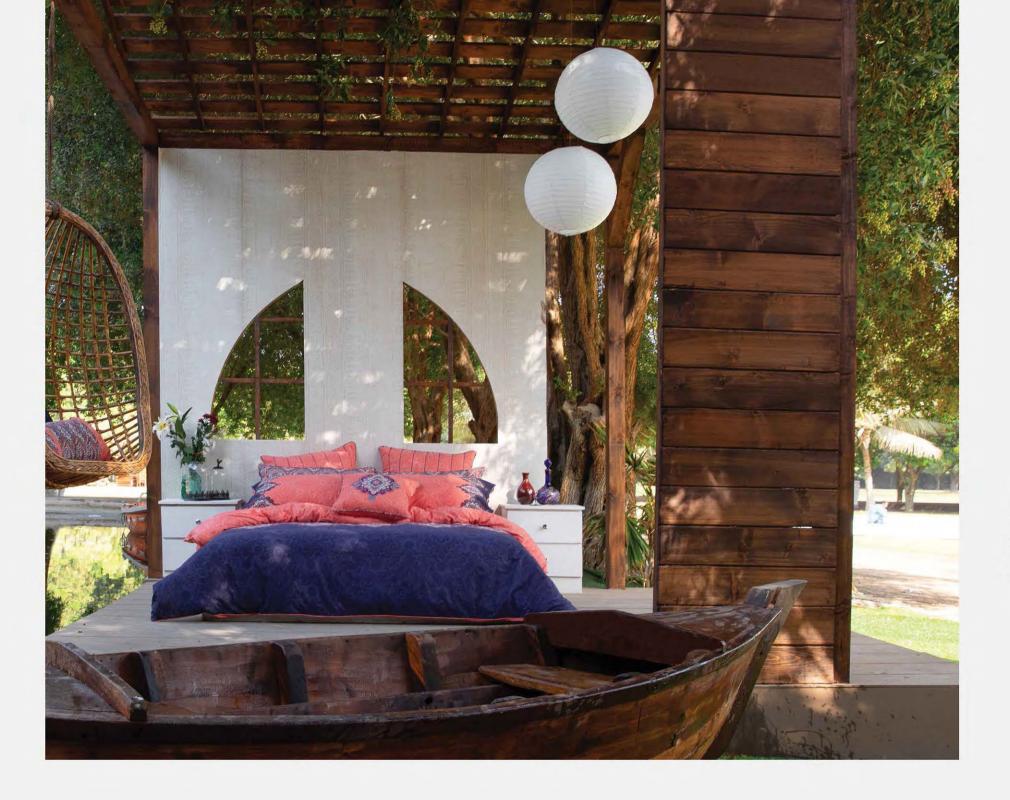
The collection will give new energy to your home. Collection features new patterns, which are playful and relaxed, textural and contemporary elements invite touch. From cozy to cool contemporary look, transform your sleeping space into stylish oasis with our beautiful collection style guide.

The highlight of the season is the use of modern geometric and contemporary floral prints in our bedding.

The collection is complete with our exclusive, out of the box home accessories and bath linen, as always they are perfectly coordinated with the colors of the bed linen collection.

You will be surprised
Enter the world of IDEAS HOME





Aura

Make a statement in your bedroom with this set. Flaunting a medallion print in beautiful colorful jewel tones, this bed set creates a vibrant contrast with a gorgeous peach and aubergine color palette. Invite a bright, colorful and decorative vibe to your sleeping space.



Castlerock



Makeover and refresh your bedrooms this season with just a single touch! Start with this fun and bold duvet set. This unique bold geometric design will light up any bedroom space. Make a difference and change the look of your room. Dramatize your boudoir style with this graphic print, which instantly adds a contemporary touch to any sleeping space.





Checkered

This bed set features a symmetrical patchwork pattern, making this a refreshing option for updating your decor. The balance of brown and ocher tones shows the courtesy that adds to the luxury of your bedroom. A perfect way to transform your bedroom into a contemporary work of art.







Cholistan

Recharge your bedroom with the rich traditional feel of a duvet cover set featuring a Cholistan inspired design. The rich, ethnic patterned motifs create a unique visual appeal and takes you through a ride of rich culture feel. It's a blend of folk and modern style bedding.









Cobalt

This vibrant bold floral paisley bedding will brighten any room setting.

Add a colorful modern yet traditional touch to your bedroom. This bedding will fill the luxurious feel and comfort. Featuring bands detail and a pleasant color palette of blue and pink, with tints of green and oranges, this trans-seasonal design will complement any style.



Crimson







Eternally elegant, transform your bedroom into a luxurious retreat with the timeless style of the Crimson duvet set.

A graceful ethnic floral design in a traditional color scheme will lift up any bedroom

space.





Crocus

Expressed through painterly dry brush strokes, bursts of bold and striking botanical feel, flowers which are scattered across a duvet, along with textured background of fresh and deep tone of turquoise family, gives it a bold and contemporary look. This enchanted bed set, is a must have for the season.









Florence

This design features a beautifully vibrant mix of colored patchwork designs to lift up any room space! Accented with multiple magenta pink, purple, blue, teal, green, yellow and red shades which is finished off with varying diamond shaped patched floral paisley patterns across the bed. Its balanced with the patterned turquoise background. Lovely addition to any sleeping space - Ideal to light up your summer.





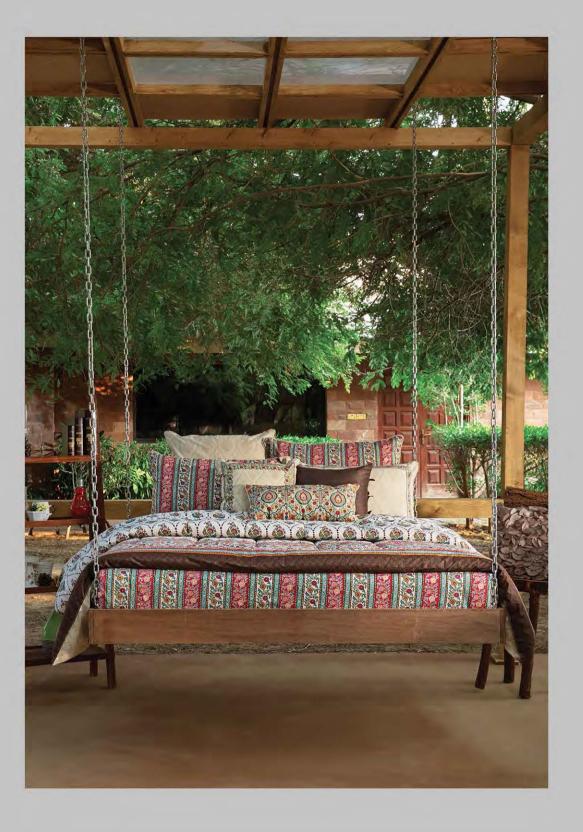




Fusion

Bringing together a beautiful mix of antique and contemporary details, the traditional detailing reminiscent Islamic patterns shines through in this colorful bedding set. The overall design layout is softened by detailed border to give an authentic feel and finished with a stripe patterned sheet in coordinating colors; this bed set will work harmoniously with any contemporary style.





Iris



Create a contemporary yet refined look in your bedroom with this bold geometric bedding.

Combining blue and white with soft pastel ocher, this design gives an extra dimension to the geometric details.

Complete the look with the coordinating sheet set and cushion for a modern touch of style.





Madras

This design is perfect to describe less is more. Inspired by Madras checks, this bedding in grey and dull pink is every inch of fun for any bedroom, with its simple yet modern take on the classic check. Furthermore, this set offers complete bedroom diversity, allowing you to refresh your room at any time with a fully reversible, two-color design.



Medley



Featuring a mix match of gorgeous patterns that liven up every room with vivid hues and quilted look. Featuring block print motifs rendered in shades of peaches and oranges with tints of turquoise and purple add a unique look and feel to this stylish set. A floral pattern bedsheet makes it a must buy set.





Nevada

Spice it up with this bold design influenced by the vibrant culture feel of south America. A graphic black and white central panel framed with colorful borders. Showcasing timeless bedding and a vibrant color palette, this bed takes your ensemble to the next level.







Paisley Plum

Refresh your bedroom's classic look and charming appeal with this duvet set, featuring beautiful block print floral paisley print in a vibrant color palette of plum and oranges. Take your bedding style to the next level when you blend this set with any sort of room decor.



Porcupine







Update your bedroom with the beautiful bedding set. This illusionistic show case a chevron pattern in hues of black, grey, browns and white. A self-patterned brown reverse complements the design. The African geometric pattern sheet, gives it a charming and elegant touch.





Tango

The rhythm of this pattern is almost classical in its geometric simplicity. Yet it comforts and nods at the past in a very contemporary way. The contrasting rich red Indian inspired color palette makes a beautiful bed that will lift up any bedroom space.







Vivid Blossom



This Design features a vibrant water color floral pattern balanced with geometric grid – it offers a dazzling spectrum of design, texture and colors. Duvet set is a stunning exploration of floral theme, it will add an air of elegance to any stylish home.











decorative border. The embellished embroidered duvet in peacock and pink tones gives a sumptuous feel, it will easily blend up with all types of room décor.





Aragon

Add a playful, vibrant mood to your room with this richly colored classic yet modern duvet set. The ogee damask pattern adds the perfect touch without throwing off the balance of the room.





Arizona



A staggering blend of rich, modern water color geometric pattern, this stunning bedding set will add life and energy to any sleep space. The brilliant striped abstract floral pattern adds vibrant appeal to the bold and cozy design, which is balanced well with the neutral reverse to give it an adequate look.



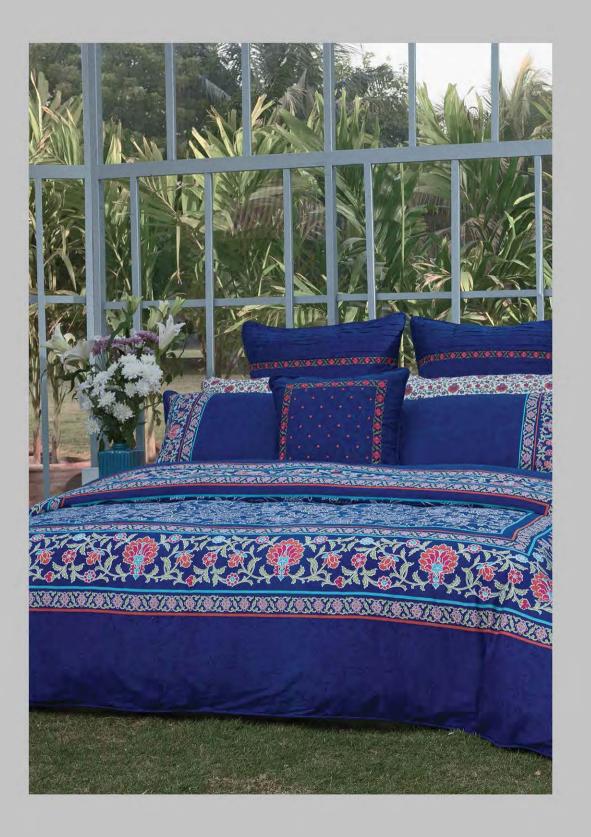




Aurora

Bring the brilliant beauty of intricate detailed linear floral pattern, which will add flair to any sleeping space. A fun pattern in vibrant blue, orange, pink and green colors makes this piece an easy one to blend with existing decors. Crafted with all over floral sheet on neutral base, adds exquisite charm to it.



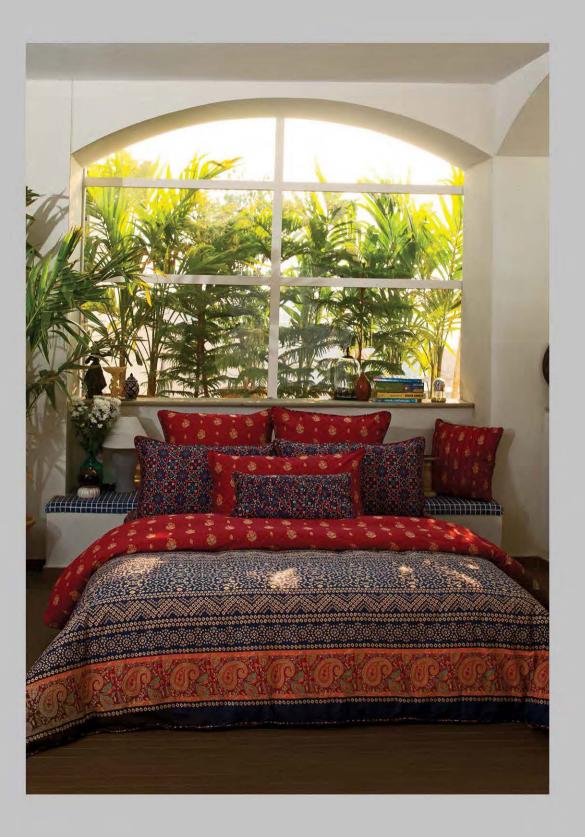




Bandhani

The rich ethnic royal chunri inspired design, creates a unique visual appeal. Artistically styled and balanced with floral paisley in reds, beige and ochre gives it a very exotic look. The detailed pattern is updated with all over chunri sheet to make it more eminent.









Burgundy

Artfully update your bed with the alluring print featured in this bedding. Soft soothing water color floral ogee offers a tonal reverse for an equally pretty display while a matching all over sheet set in soothing deep tone provides a luxurious feel.





Emerald



Refresh your bedroom with this elegant duvet cover set. Featuring a Turkish floral pattern in vibrant emerald and beiges hues, the set complements any decor with color and sophistication.







Luna Pink

Chic and stylish, the pink floral is the perfect set to update your bedroom décor. This stylish set features an elegant, pink floral design, which is done on a simple ecru background, giving this set an overall simple, stylish look. This design is beautifully adorned throughout the duvet. Sheet is complimented with tonal pink on pink reverse.



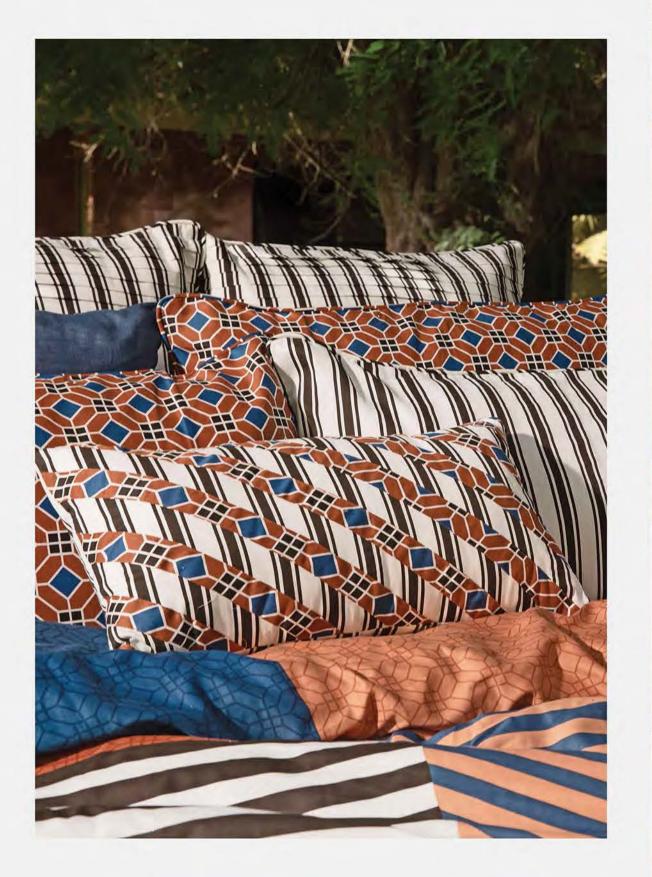






Op Art

This duvet set, is an art piece itself, the optical illusion of stripes, components of modern abstract art and colors are developed based upon the fashion and interior trends. Light up your bed with the basic design, it will give an entirely fresh look to your room space.



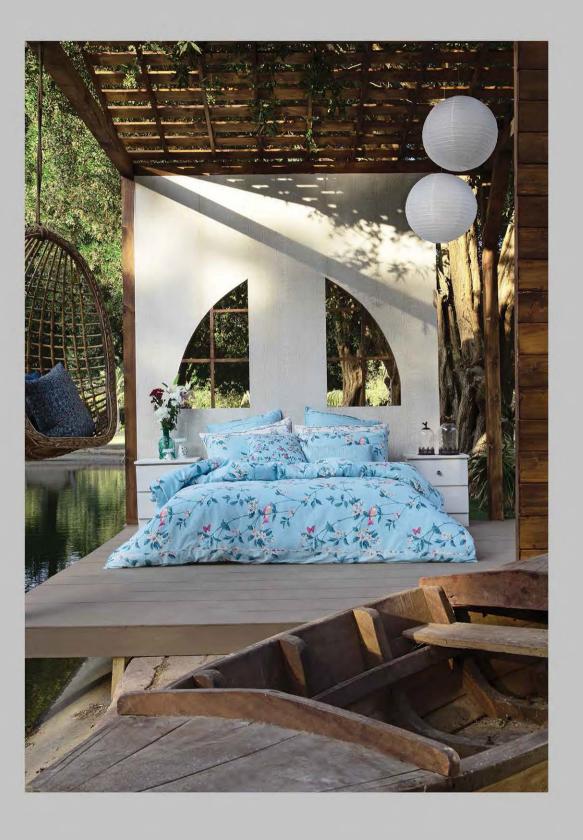




Plover

A contemporary twist on a classic design.
Perfectly placed floral on a powder blue
base creates a fabulous and fantastic
statement piece. The diamond pattern
reverse adds the elegance. Perfect for
master bedroom.







Salsa



An elegant damask design tops on bold pinkish red background in this stunning set. This delightful embroidered duvet set is balanced with beautiful striped damask sheet, to add a better accent to your room décor. This luxurious embroidered bedding will have you indulge in pure luxury.







Sky Blue







Insignia



This bedding features an intricate ogee floral damask print in a deep and warming color way of blues and earthy tones, our gorgeous collection will give an opulent feel to your bedroom. The finely detailed illusion design and rich pattern will make your bed your favorite place to relax after a long day. Coordinated with striped allover print reverse to make your room look more lavish.





Ombre Blue

Make over any room in modern elegance with the eye-catching prints and cool blue and grey tones of this set. The perfect blend of color and style, it is a detailed block print pattern in hues of blue and grey. This cool and stylish set will make the perfect addition to your bedroom. The bedding set mixes a classic design with a contemporary look.







Twilight







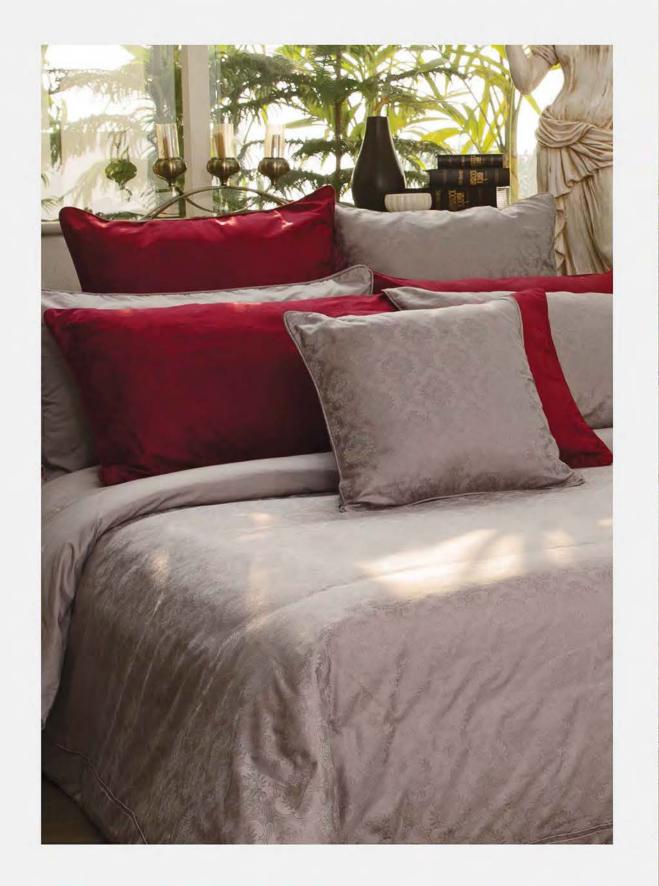
Smoke







Jacquard

















Aerospace







Make bedtime fun for your child. Young aero ride fans will love this set. The vintage style makes it stand out. The set features planes on vintage color scheme over duvet, which is well balanced with reds and blues. Make your little one dreams come true.





Flamingo

The Flamingo bedding offers a chic and stylish finishing touch to your little ones bedroom. The design features on-trend pink flamingos on a complimentary blue and bohemian themed leaves background. Bring a whimsical element to your little one bedroom.



















SPRING SUMMER '19





Feel to Relax

Add the charm to create the perfect corner.





Enchanted Cozy Comfort

Integrate upscale luxury into your home decor with our range of designer cushion covers pack of 4. The enchanted yield features intricately detail traditional extravagance. Add this to your home décor and trumpet your eye for exclusivity today and every day. Let your imagination flow with this exquisite modern and traditional look inspired cushions. With fantastic primary colors and prints, these cushion covers are one of a kind.





Floor Comfort

This assorted collection of vibrant colors and contemporary patterns make each cushion cover unique. Engage your senses in the realm of comfort with these relaxing floor cushion covers.

Everything Box



An extremely portable product, everything box is a collapsible, multi purpose box, which is useable as a seat, a storage bin, a toy box, gift box and more. The possibilities are endless and the list goes on. In short, it's an everything Box!

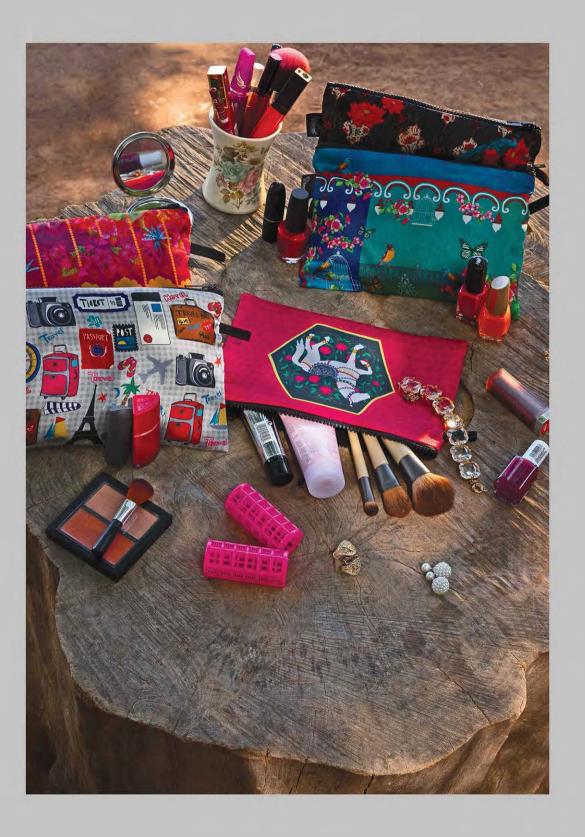




Fashion-Ease

These pouches are not just functional, they can also be a part of your overall style aesthetic. Storing your essentials just became easier and more elegant with our range of utility pouches. With beautiful, elegant designs and vibrant motifs, these pouches are not only useful but also work as an extension of your creative personality.





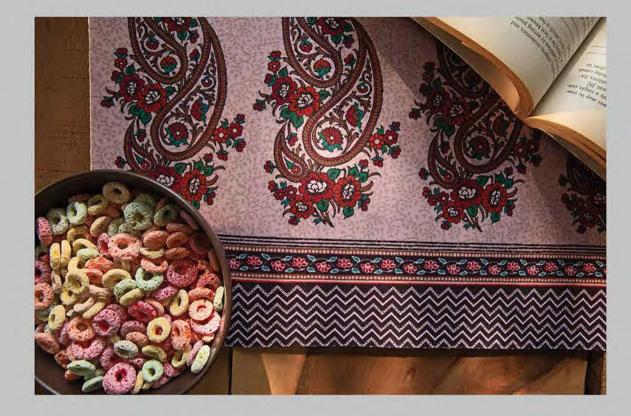


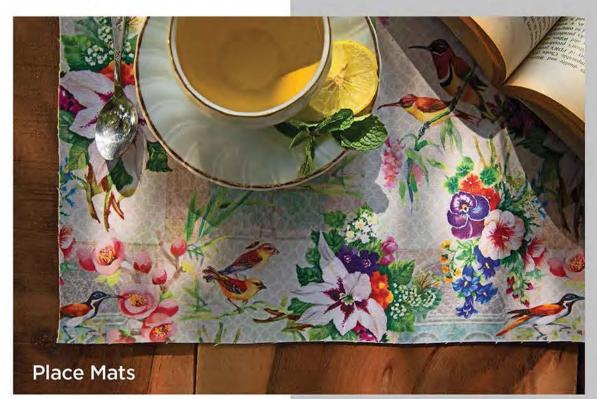


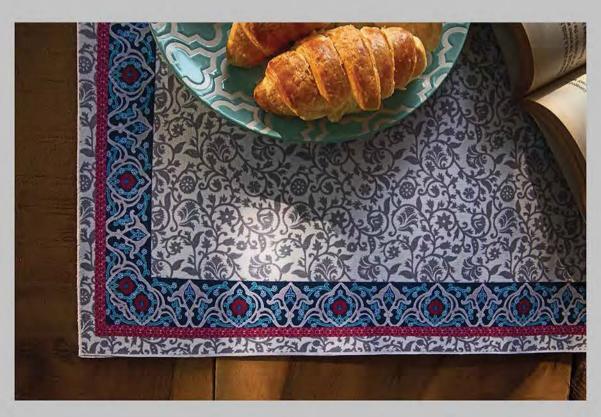




















Combed Towels

Made from 100% Cotton, pamper yourself after every bath with our irresistibly soft and finely combed towels.

Available in: HAND TOWEL: 50X100 cm BATH TOWEL: 70X140 cm BATH SHEET: 100X150cm





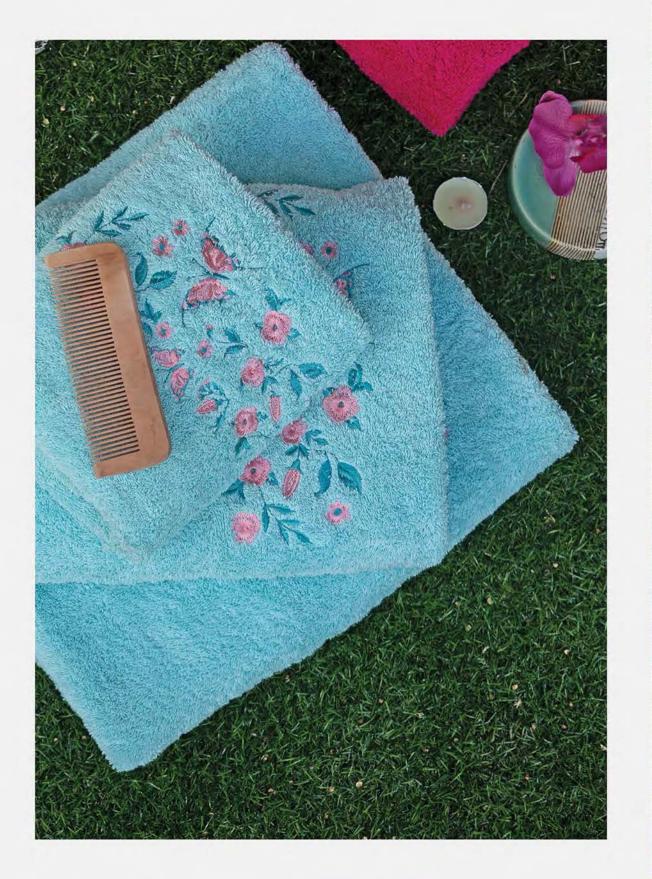


Embroidered Towels

Give your bathroom an instant makeover with our Embroidered towels. These comfortable towels are made from 100% cotton, they are soft, durable, and absorbent.

Available in:

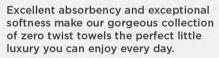
HAND TOWEL: 50X100 cm BATH TOWEL: 70X140 cm BATH SHEET: 100X150cm.





Zero Twist Towels



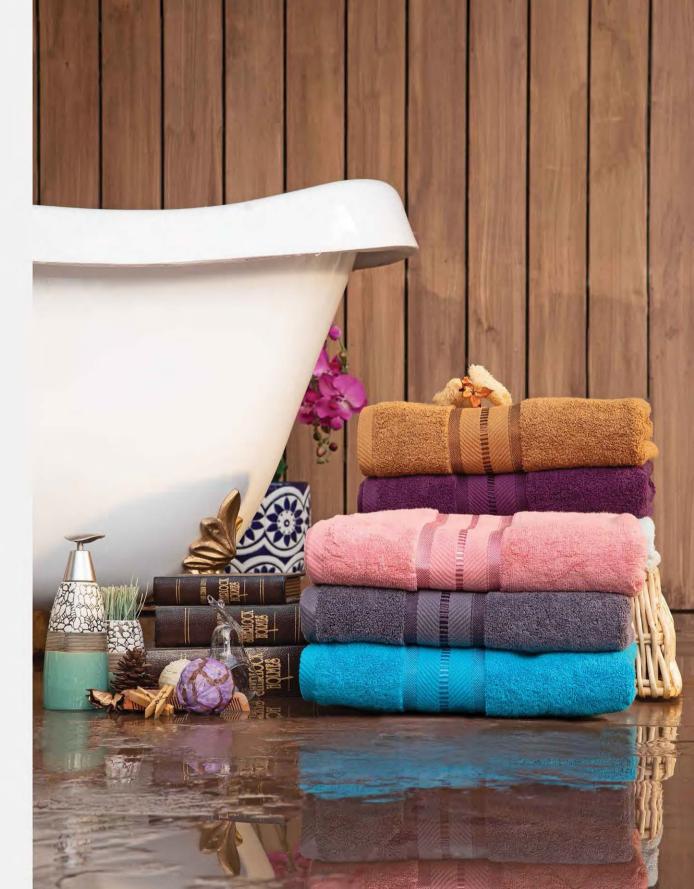






Available in:

 HAND TOWEL: 50X100 cm BATH TOWEL: 70X140 cm BATH SHEET: 100X150cm



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: 50X100 cm
- BATH TOWEL: 70X140 cm
- BATH SHEET: 100X150cm



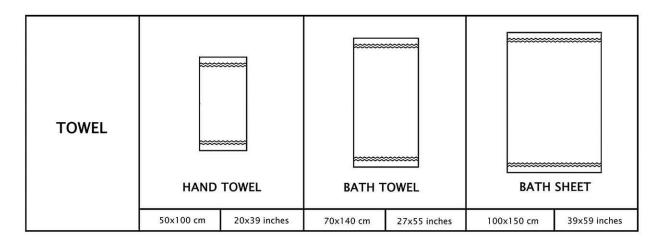


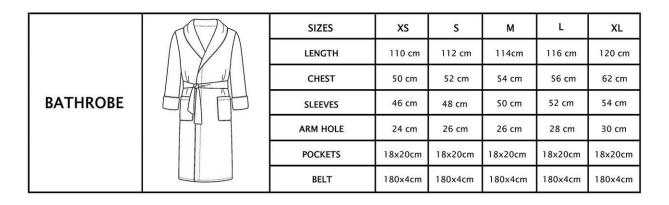


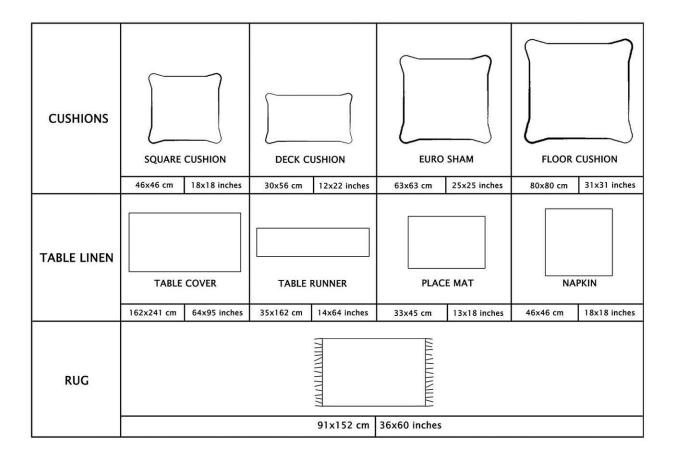
Size Guide

ARTICLE	SIN	SINGLE DOUBLE		KING		
	СМ	INCHES	СМ	INCHES	СМ	INCHES
DUVET COVER QUILTED THROW COMFORTER	152x240	60×94	230x240	90×94	265×240	104×94
BED SHEET	160x260	63x102	240×260	94×102	270×260	106×102
FITTED SHEET	106×198+25	42×78+10	183x198+25	72x78+10	213x198+25	84x78+10
COTTON LINEN BED THROW THERMAL BLANKET FLEECE THROW	145x240	57x94	200×240	79×94	_	

	СМ	INCHES
PILLOW CASE	48×76+15	19x30+6







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. Saima 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, Shahrah-e-Faisal. 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

Gulistan-e-Johar, Shop No. 5, FL-7, Block-13. 021-34611800-01

Gulshan-e-Maymar, Sector Z-1. 021-36350085

CSD, Korangi Road, Kalapul, 021-35162510

Mosamiyat, Block-7, Gulistan-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-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, Ali Tower. 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

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

JHANG

Shaheed Road, Opposite Abidah Hospital. 047-7651191-5

JHELUM

Deen Plaza, Civil Lines, Near Gumbad Wali Masjid. 0544-623094-96 & 0544-277182-84

ABBOTTABAD

Main Mansehra Road 099-2341205-8

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

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

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 Gali. 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

GOJRA

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

LARKANA

Word C, Near Sapna Hotel. 074-4045005

UPCOMING STORES

BAHRIA ICON

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

INTERNATIONAL

UAE

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

UK

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