



LUXURY FESTIVE EID

UNSTITCHED COLLECTION '24



 Gul Ahmed

مہرجان

EID COLLECTION '24



FE42034

EMBROIDERED
CHIFFON DUPATTA.
EMBROIDERED CHIFFON
SHIRT FRONT & SLEEVES
WITH EMBROIDERED
BORDERS FOR FRONT,
BACK & NECKLINE LACE
ON ORGANZA. DYED
CHIFFON BACK. DYED
INNER & TROUSER.

embroidered chiffon

Redefining Tradition with Modern
FESTIVE
collection



FE42078

JACQUARD
DUPATTA. HAND
EMBROIDERED
GOLD & LACQUER
PRINTED RAW
SILK SHIRT FRONT
& SLEEVES WITH
GOLD & LACQUER
PRINTED RAW
SILK BACK. DYED
TROUSER.

silk & jacquard



TALES *of her*

CONFIDENT, POISE &
GRACEFULL. SHE IS ALL!

FE42071

EMBROIDERED
NET DUPATTA.
EMBROIDERED
PAPER COTTON
SHIRT FRONT, BACK
& SLEEVES WITH
EMBROIDERED
BORDERS FOR FRONT
& BACK. DYED INNER
& TROUSER.



FESTIVE LUXURY

FE42008

JACQUARD DUPATTA.
JACQUARD SHIRT WITH
JACQUARD LACE.
DYED TROUSER.



FE42010

ZARI & SEQUINS
EMBROIDERED
NET DUPATTA.
ZARI & SEQUINS
EMBROIDERED
NET SHIRT FRONT
SIDE PANELS, BACK,
SLEEVES WITH
ZARI & SEQUINS
EMBROIDERED
BORDERS FOR
FRONT & BACK.
DYED INNER &
TROUSER.



FE42051

JACQUARD DUPATTA.
EMBROIDERED
JACQUARD SHIRT
FRONT WITH DYED
JACQUARD BACK &
SLEEVES. DYED INNER &
TROUSER.

embroidered jacquard



FE42079

JACQUARD DUPATTA.
GOLD & LACQUER
PRINTED RAW SILK SHIRT
WITH EMBROIDERED
NECKLINE ON ORGANZA.
DYED TROUSER.

embroidered jacquard



embroidered jacquard



FE42056

JACQUARD DUPATTA. EMBROIDERED
PAPER COTTON SHIRT FRONT,
SIDE PANELS, BACK & SLEEVES WITH
EMBROIDERED BORDERS FOR FRONT &
BACK. DYED INNER & TROUSER.

*elevate
your cel-
ebration
style*

FE42058

JACQUARD DUPATTA.
JACQUARD SHIRT WITH
ZARI EMBROIDERED
NECKLINE & BUNCHES
FOR SLEEVES ON
ORGANZA. DYED INNER
& TROUSER.



embroidered jacquard



*Glow with an
ethereal radiance in
this breathtaking
ensemble.*



embroidered chiffon



FE42037

EMBROIDERED
CHIFFON DUPATTA.
EMBROIDERED
CHIFFON SHIRT
FRONT & SLEEVES
WITH HAND
EMBROIDERED
NECKLINE LACE ON
ORGANZA. DYED
CHIFFON BACK. DYED
INNER & TROUSER.





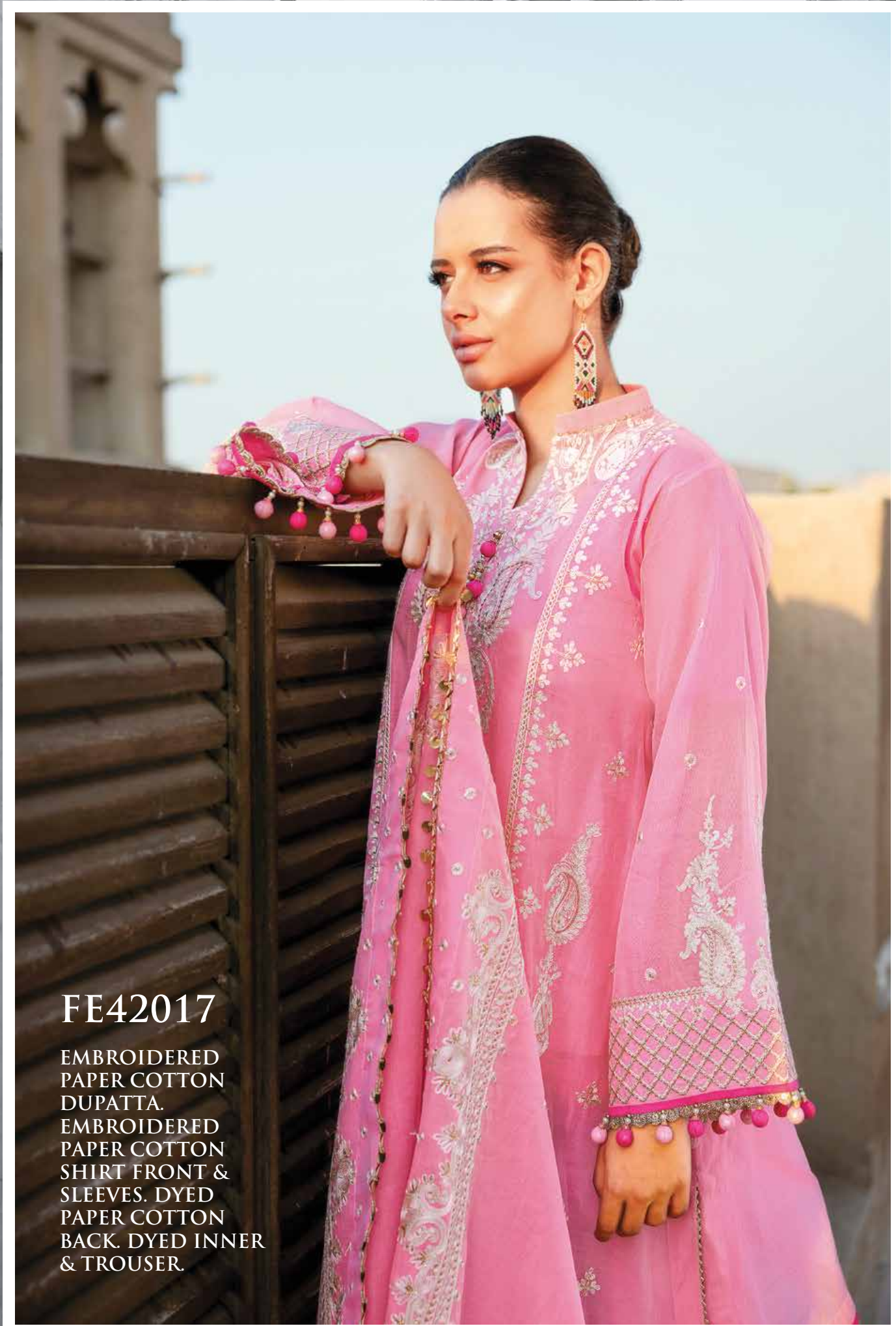
embroidered chiffon

*Make Every
Moment Festive
with Our
Collection*

FE42033

EMBROIDERED CHIFFON
DUPATTA. EMBROIDERED
CHIFFON SHIRT
FRONT & SLEEVES WITH
EMBROIDERED BORDERS
FOR FRONT & BACK ON
ORGANZA. DYED CHIFFON
BACK. DYED INNER &
TROUSER.





FE42017

EMBROIDERED
PAPER COTTON
DUPATTA.
EMBROIDERED
PAPER COTTON
SHIRT FRONT &
SLEEVES. DYED
PAPER COTTON
BACK. DYED INNER
& TROUSER.



FE42049

EMBROIDERED
YARN DYED
DUPATTA.
EMBROIDERED
YARN DYED SHIRT
FRONT & SLEEVES.
YARN DYED BACK.
DYED INNER &
TROUSER.



*embroidered
yarn dyed*

*The finest craftsmanship
and meticulous attention
to detail create an aura of
refinement. Step into the
spotlight and captivate
hearts with your
unparalleled grace.*





FE42046

EMBROIDERED MEHSURI DUPATTA.
EMBROIDERED MEHSURI SHIRT FRONT &
SLEEVES WITH EMBROIDERED BORDERS FOR
FRONT & BACK ON ORGANZA. DYED MEHSURI
BACK. DYED INNER & TROUSER.

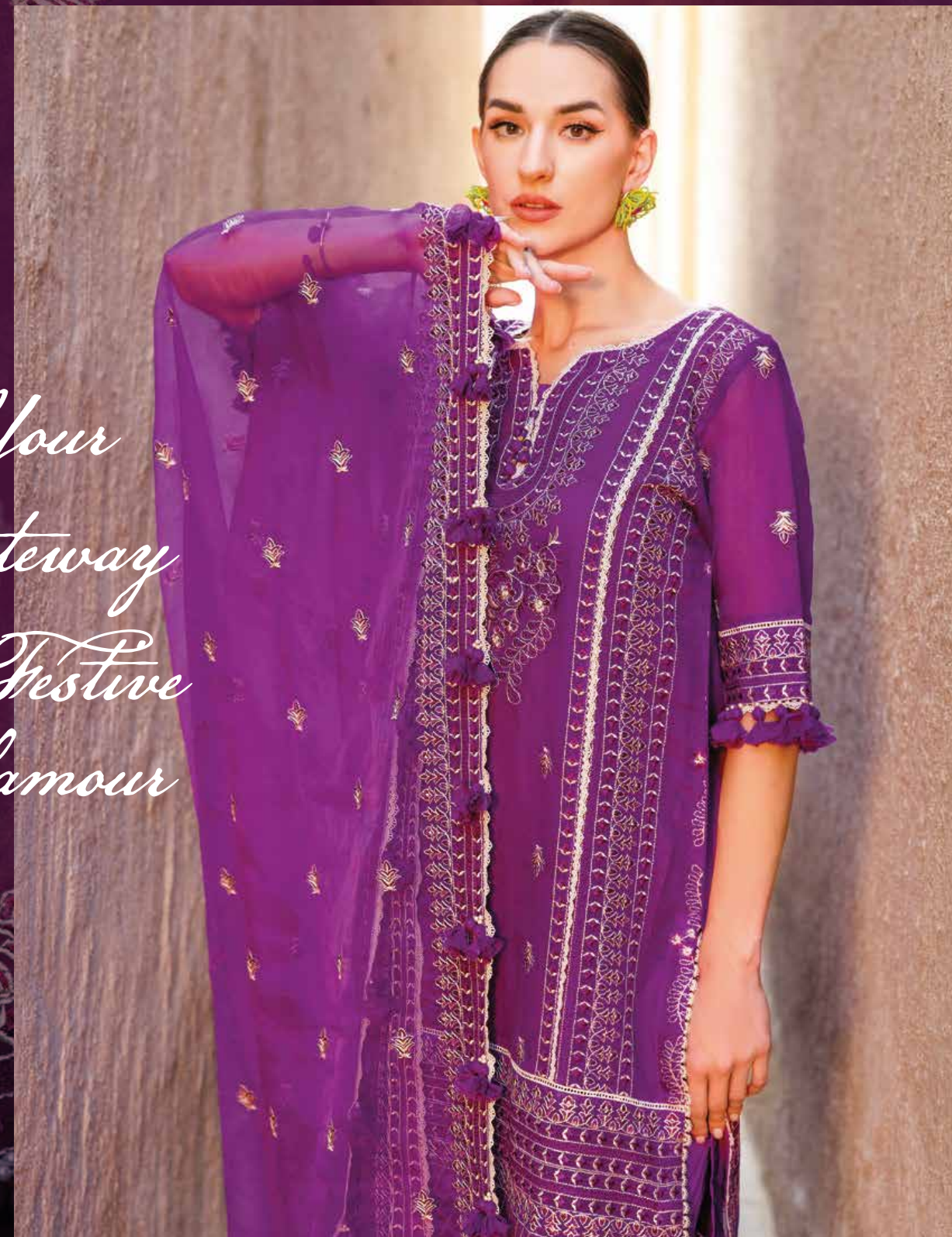
embroidered mehsuri



FE42019

EMBROIDERED
ORGANZA DUPATTA.
EMBROIDERED
COTTON NET SHIRT
FRONT PANEL, SIDE
PANELS, SLEEVES
WITH EMBROIDERED
BORDER FOR FRONT.
DYED COTTON NET
BACK. DYED INNER &
TROUSER.

*Your
Gateway
to Festive
Glamour*



*Radiate Joy
with Our Festive
Favorites*



FE42069

EMBROIDERED CHIFFON
DUPATTA. EMBROIDERED
CHIFFON SHIRT FRONT &
SLEEVES. DYED CHIFFON
BACK. DYED INNER &
TROUSER.

embroidered chiffon





FE42080

GOLD FOIL PRINTED
ORGANZA DUPATTA.
HAND EMBROIDERED
GOLD & LACQUER
PRINTED RAW SILK SHIRT
FRONT & SLEEVES
WITH GOLD & LACQUER
PRINTED RAW SILK BACK.
DYED TROUSER.





 GulAhmed

راج شاہی

Eid Luxury Collection '24

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FE42009

EMBROIDERED
NET DUPATTA.
EMBROIDERED PAPER
COTTON SHIRT
FRONT & SLEEVES
WITH EMBROIDERED
BORDERS FOR FRONT
& BACK. DYED PAPER
COTTON BACK. DYED
INNER & TROUSER.



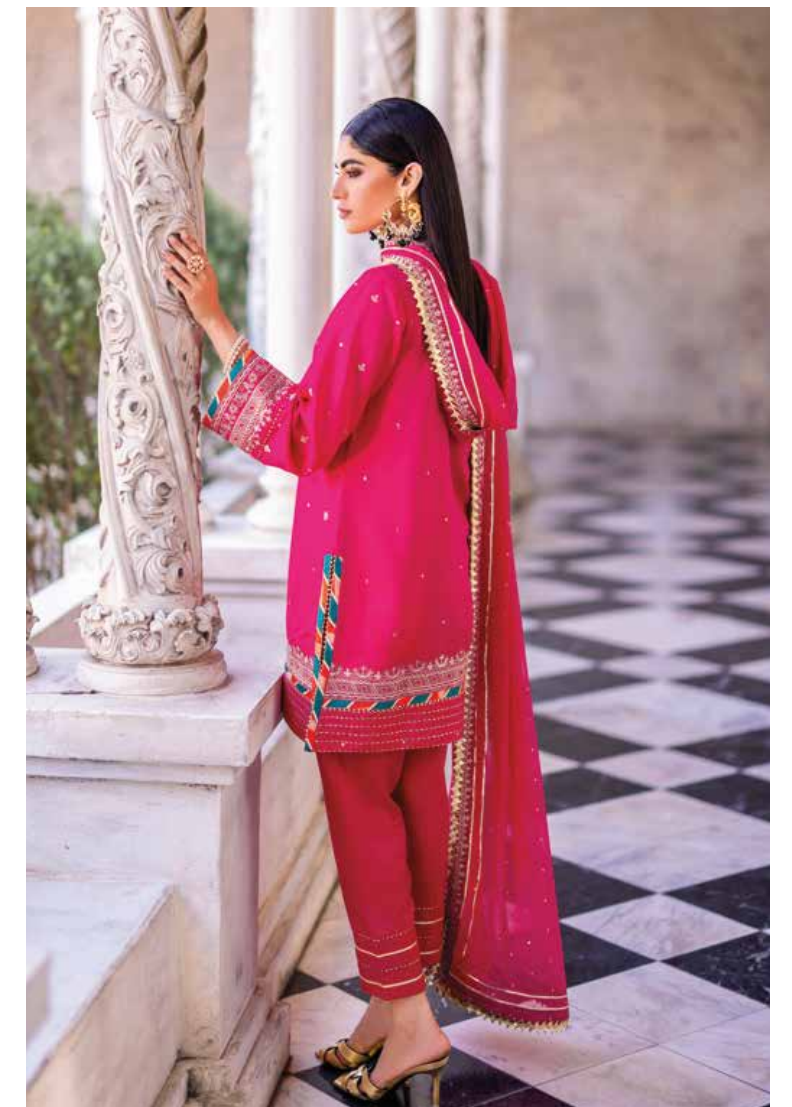
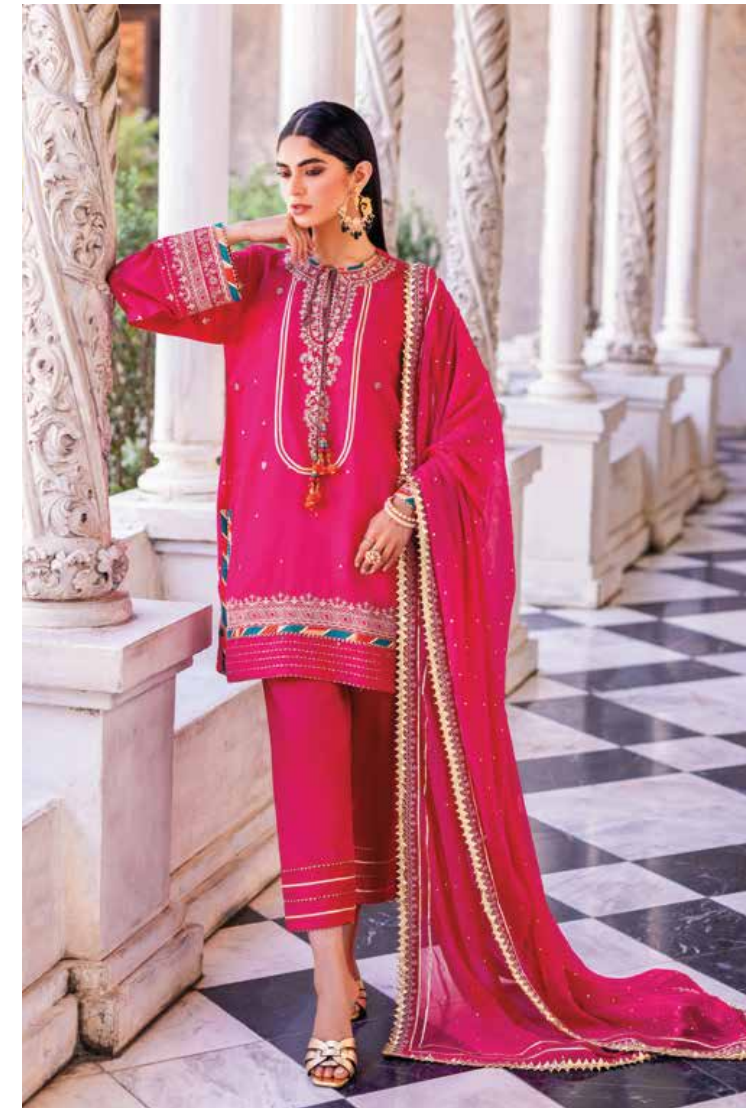
FE42002

EMBROIDERED CHIFFON
DUPATTA. EMBROIDERED
CHIFFON SHIRT FRONT & SLEEVES
WITH DYED CHIFFON BACK. DYED
INNER & TROUSER.

embroidered chiffon

FE42012

ZARI & SEQUINS
EMBROIDERED CHIFFON
DUPATTA. ZARI &
SEQUINS EMBROIDERED
RAW SILK SHIRT FRONT,
BACK & SLEEVES WITH
ZARI EMBROIDERED
NECKLINE ON
ORGANZA. DYED
TROUSER.



embroidered chiffon



embroidered chiffon

FE42016

EMBROIDERED CHIFFON
DUPATTA WITH
EMBROIDERED ORGANA
BORDER. EMBROIDERED
CHIFFON SHIRT FRONT,
BACK & SLEEVES WITH
EMBROIDERED BORDERS
FOR FRONT & BACK. DYED
INNER & TROUSER.





FE42026

EMBROIDERED
CHIFFON DUPATTA.
EMBROIDERED
CHIFFON SHIRT
FRONT & SLEEVES
WITH EMBROIDERED
BORDERS FOR FRONT,
BACK & EMBROIDERED
NECKLINE LACE ON
ORGANZA. DYED
CHIFFON BACK. DYED
INNER & TROUSER.

embroidered chiffon



FE42035

EMBROIDERED
CHIFFON DUPATTA
WITH EMBROIDERED
DUPATTA
PALLU BORDER.
EMBROIDERED
CHIFFON SHIRT
FRONT & SLEEVES
WITH EMBROIDERED
BORDERS FOR
FRONT & SLEEVES
ON ORGANZA. DYED
CHIFFON BACK.
DYED INNER &
TROUSER.



*embroidered
jacquard*

FE42040

EMBROIDERED ZARI
PAPER COTTON
DUPATTA. EMBROIDERED
ZARI JACQUARD SHIRT
CENTER PANEL, SIDE
PANELS & SLEEVES WITH
EMBROIDERED BORDERS
FOR FRONT & BACK.
DYED ZARI JACQUARD
BACK. DYED INNER &
TROUSER.



FE42047

EMBROIDERED
CHIFFON DUPATTA.
EMBROIDERED
CHIFFON SHIRT
FRONT & SLEEVES
WITH EMBROIDERED
BORDERS FOR
FRONT & BACK ON
ORGANZA. DYED
CHIFFON BACK.
DYED INNER &
TROUSER.

*embroidered
chiffon*



FE42018

EMBROIDERED
CHIFFON DUPATTA.
EMBROIDERED
JACQUARD SHIRT
FRONT & SLEEVES.
DYED JACQUARD BACK.
DYED TROUSER.

embroidered chiffon





Rayshahi
EID LUXURY COLLECTION '24



FE42038

EMBROIDERED
NET DUPATTA.
EMBROIDERED
LAWN SHIRT FRONT
& SLEEVES. DYED
LAWN BACK. DYED
TROUSER.



FE42073

BURNOUT GLITTER
PRINTED SILK DUPATTA
WITH EMBROIDERED
BORDER ON ORGANZA.
EMBROIDERED
JACQUARD SHIRT
FRONT, BACK & SLEEVES
WITH EMBROIDERED
BORDERS FOR FRONT
& BACK. EMBROIDERED
NECKLINE ON
ORGANZA. DYED INNER
& TROUSER.

embroidered jacquard



FE42054

EMBROIDERED
PRINTED ORGANZA
DUPATTA.
EMBROIDERED
LAWN SHIRT FRONT,
SIDE PANELS, BACK
& SLEEVES WITH
EMBROIDERED
BORDERS FOR FRONT
& BACK ON ORGANZA.
DYED TROUSER.



FESTIVE EID COLLECTION '24

FE42070

EMBROIDERED
PAPER COTTON
DUPATTA.
EMBROIDERED
PAPER COTTON
SHIRT FRONT
& SLEEVES. DYED
PAPER COTTON
BACK. DYED INNER
& TROUSER.





FE42064

EMBROIDERED PAPER
COTTON DUPATTA.
EMBROIDERED PAPER
COTTON SHIRT FRONT
& SLEEVES WITH
EMBROIDERED BORDERS
FOR FRONT ON ORGANZA.
DYED PAPER COTTON
BACK. DYED INNER &
TROUSER.



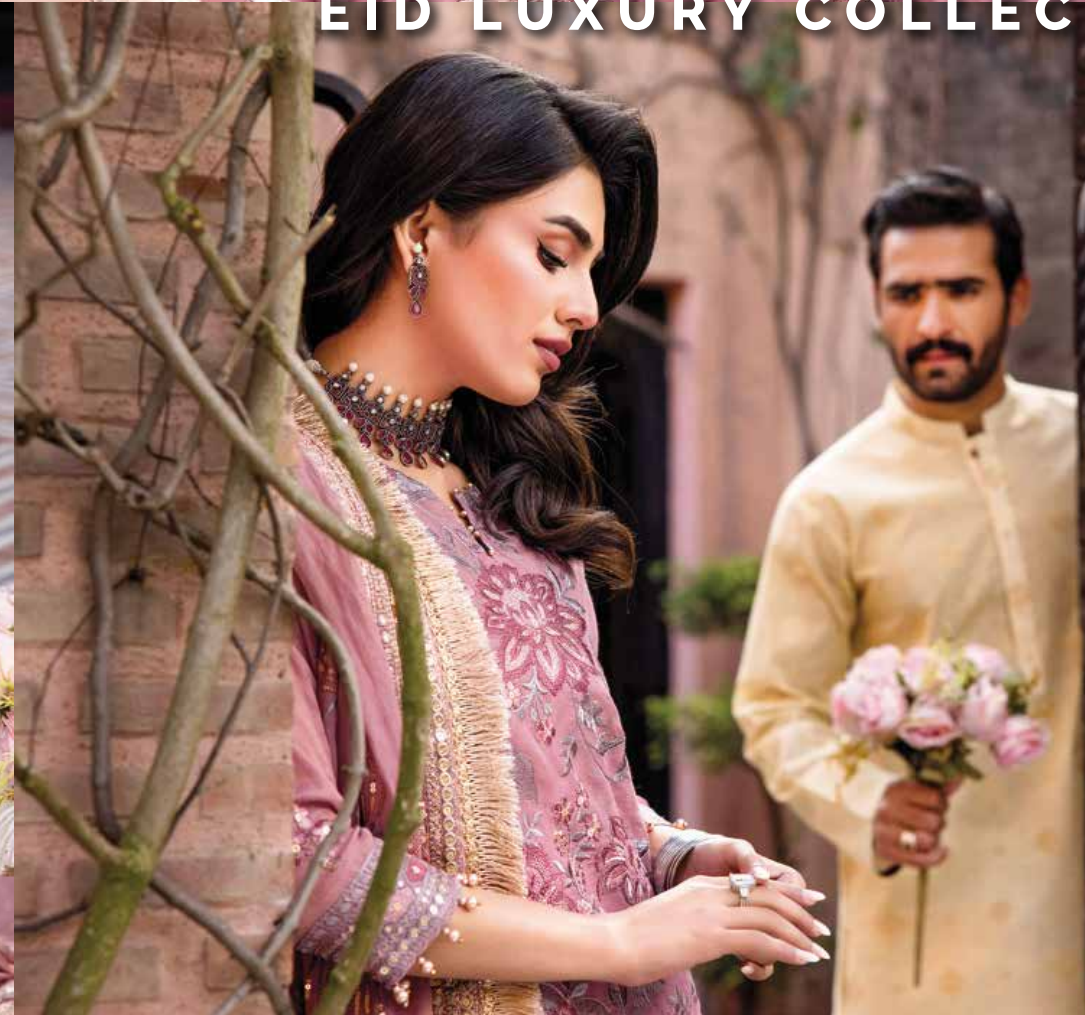
FE42045

EMBROIDERED MEHSURI
DUPATTA. EMBROIDERED
MEHSURI SHIRT
FRONT & SLEEVES WITH
EMBROIDERED BORDERS
FOR FRONT & BACK. DYED
MEHSURI BACK. DYED
INNER & TROUSER.



ROSABAGH

EID LUXURY COLLECTION '24





FE42050

JACQUARD
DUPATTA
EMBROIDERED
JACQUARD SHIRT
FRONT. DYED
JACQUARD BACK
& SLEEVES. DYED
TROUSER.

embroidered jacquard



embroidered jacquard

FE42066

JACQUARD DUPATTA. SILVER &
LACQUER PRINTED LAWN SHIRT
WITH SEQUINS EMBROIDERED
BORDER FOR FRONT ON
ORGANZA. DYED TROUSER.



FE42036

EMBROIDERED CHIFFON
DUPATTA. EMBROIDERED
CHIFFON SHIRT
FRONT & SLEEVES WITH
EMBROIDERED BORDERS
FOR FRONT & BACK
ON ORGANZA. DYED
CHIFFON BACK. DYED
INNER & TROUSER.

embroidered chiffon





FE42060

JACQUARD DUPATTA.
HAND EMBROIDERED
PAPER COTTON SHIRT
FRONT & SLEEVES.
DYED PAPER COTTON
BACK. DYED INNER &
TROUSER.

embroidered jacquard



FE42081

EMBROIDERED COTTON NET
DUPATTA. EMBROIDERED
CHIFFON SHIRT FRONT,
BACK & SLEEVES WITH
EMBROIDERED BORDERS
FOR FRONT & SLEEVES ON
ORGANZA. DYED INNER &
TROUSER.





FE42003

EMBROIDERED CHIFFON
DUPATTA. EMBROIDERED
CHIFFON SHIRT FRONT &
SLEEVES WITH EMBROIDERED
BORDERS FOR FRONT, BACK &
NECKLINE LACE ON ORGANZA.
DYED CHIFFON BACK. DYED
INNER & TROUSER.



FE42021

ZARI & SEQUINS
EMBROIDERED
COTTON SLUB DUPATTA.
ZARI & SEQUINS
EMBROIDERED COTTON
SLUB SHIRT FRONT PANEL,
SIDE PANELS & SLEEVES
WITH ZARI & SEQUINS
EMBROIDERED COTTON
SLUB BORDERS FOR
FRONT & BACK. DYED
COTTON SLUB BACK. DYED
INNER. ZARI & SEQUINS
EMBROIDERED LAWN
TROUSER.





FE42027

EMBROIDERED NET DUPATTA.
EMBROIDERED LAWN SHIRT
FRONT & SLEEVES. DYED LAWN
BACK. DYED TROUSER.





FE42074

EMBROIDERED PRINTED NET
DUPATTA. EMBROIDERED
RAW SILK SHIRT FRONT &
SLEEVES WITH EMBROIDERED
BORDERS FOR FRONT & BACK
ON ORGANZA. DYED RAW
SILK BACK. DYED RAW SILK
TROUSER.

embroidered raw silk



EXQUISITE
LUXURY



embroidered chiffon

FE42025

EMBROIDERED
CHIFFON
DUPATTA.
EMBROIDERED
CHIFFON SHIRT
FRONT &
SLEEVES WITH
EMBROIDERED
BORDERS FOR
FRONT, BACK &
EMBROIDERED
NECKLINE LACE ON
ORGANZA. DYED
CHIFFON BACK.
DYED INNER &
TROUSER.

STORE LOCATOR

KARACHI
Askari - Malir Cantt. Station Shopping Complex. 021-34196002-5
Bahadurabad, Near Char Minar Chowrangi. 021-34858951-54
Clifton, Dolmen Mall Clifton. 021-35296106-10
Clifton, Dolmen Mall Clifton (Salt by Ideas) 021-35370089
Near Schon Circle. 021-35374131-5
Gulistan-e-Johar, Block 12. 021-34019701
Mosamiyat. 021-34177282-3
KDA Market. 021-34173761-4
Lucky One Mall. 021-37181046-50
Lucky One Mall (Kaaj by Ideas)
Hyderi, Block H. 021-36724481-88
FPS – EASTERN, Sector 3. 021-35120395-(7404)
Landhi Industrial Area, Near Manzil Pump. 021-35016514
FPS 8, Near Dawood Chowrangi. 021-35019805
Model Colony, Liaqat Ali Khan Road. 021-34400557
Atrium Mall, First Floor. 021-35643166-9
Shahrah-e-Faisal, Metro Cash & Carry Store. 021-34602257-59
Square One Mall, Near Askari 4 Stadium Road 021-33399377
Tariq Road, Dolmen Mall Tariq Road. 021-34321181-3
The Ocean Mall. 021-35140831-35
Main Liberty Chowk. 021-3489554-55
North Walk, Near KDA Chowrangi 021-33393257
North Walk (Salt by Ideas), Near KDA Chowrangi. 021-33393216

LAHORE
Allama Iqbal Town, Pak Block. 042-37800577
Bahria Town, Jasmine Mall. 042-37862763 & 042-37862863
DHA, Packages Mall. 042-38915840
Y Block. 042-37199812
EME Society, Canal West Bank Road. 042-35452973-79
Gulberg, College Road. 042-32299272 & 042-32312492
Gulshan-e-Ravi, Block A, Main Boulevard. 042-37480443
Johar Town, Emporium Mall. 042-32592207-8
Lahore Cantt, Fortress Square Mall. 042-37341288-91
Mall Road, Main Commercial. 042-36309166-8
Model Town, Amanah Mall. 042-35131638-40
Ravi Road, Metro Cash & Carry Store. 042-37947261-3
Shadbagh Scheme, Shadbagh. 042-37608155
Shalimar Link Road, Near Ladhi Gas Factory. 042-36820098
Wapda Town, PIA Housing Society. 042-35955403

ISLAMABAD
DHA, World Trade Center - WTC, 051-2725524
F-7, Main Markaz. 051-2652491-96
F-8, Tha Centaurus Mall. 051-2701240-5
F-10, Main Markaz. 051-2113614-19

RAWALPINDI
Bahria Town, Sikandar Arcade. 051-5412113
PWD, Block D. 051-5421275-6 & 051-5421261
Saddar, Bank Road. 051-5120792-6
Satellite Town, Commercial Market Road. 051-4571079

HYDERABAD
Auto Bhan Road, Boulevard Mall. 022-3413137-39
Railways Employees Housing Society.
022-3411096-7 & 022-341121-2
Cantt., Chandni Bazaar, Cantonment Shopping Center.
022-2729972-3 & 022-2729934
Tilak Chari, Church Building. 022-2635003-4

ARIFWALA
Building No. 80 – Arifwala. 045-7830492

ATTOCK
Pleader Lane - Tehsil & District - 057-2700695

AZAD JAMMU KASHMIR
Mirpur, Muhammad Ismail Plaza, Kotli Road. 05827-437353-55
Muzaffarabad, Neelum Road. 05822-442833

BAHAWALNAGAR
Police Line Road 063-2607944

BAHAWALPUR
Haqi Center, DC Office Chowk. 062-2281224 & 062-2281227

BUREWALA
Multan Road. 067-3351012-13

CHAKWAL
Talagang Road. 0543-540218-9

DG KHAN
Moaza Dera Gharbi. 064-2407845-46

D.I. KHAN
Circular Road. - 0966-711193

DASKA
College Road. - 052-6614445

FAISALABAD
Jinnah Colony, Gulberg Police Station Road. 041-2642013
Kohinoor City, Ali Tower, Jaranwala Road. 041-8535688-86
Nasar Ullah Khan Town, Lyallpur Galleria Mall. 041-5227237

GUJRANWALA
By Pass Road, Kings Mall. 055-4284131-6
GT Road, Fazal Center. 055-3861225
Satellite Town, Block B. 055-3841221-23

GUJRAT
Katchery Road. 053-3608430

HAFIZABAD
Bajwa’s Plaza, Post Office Road. 0547-522020

HARIPUR
Main Bazar - 0995-610765

JARANWALA
Naya Bazar. 041-4310582

JHELUM
Deen Plaza - Civil Lines. 0544-623094-96 & 0544-277182-84

JHANG
Alfateh Plaza, Kachehri Chowk. 0477-651193

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

KHANEWAL
Sir Syed Road. 065-2551184

LARKANA
Ward C, Nawa Tak, New Station Road. 074-4045005

MANDI BAHUDDIN
Hakim Mall, Jail Road. 054-6502431-93

MANSEHRA
Near Bypass Road, Abbottabad Road. 0997-300924

MARDAN
Mardan Nowshehra Road. 0937-861507-9

MIANWALI
Sony Khel Market. 0459-230539

MIRPUR KHAS
Hyderabad Road. 023-3821001-2

MULTAN
Gulgasht, Plaza Musa Center. 061-6210035-8
Multan Cantt., Qasim Road. 061-4574005

NAROWAL
Circular Road. 0542-411281 & 83

NAWABSHAH
Mohalla Mohni Bazar. 0244-366281-4

OKARA
MA Jinnah Road. 044-2510526

PESHAWAR
Ittehad Cloth Market. 091-5854154-5.

PHALIA
Mall of Phalia. 0546-566813

QUETTA
Millennium Mall. 081-28304777

RAHIM YAR KHAN
Model Town, Town Hall. 068-5879100-3

SAHIWAL
Bhandari Chowk, Sir Syed Road. 040-4460222 & 040-4460444

SARGODHA
Ideas Sargodha, University Road. 048-3210430

SHEIKHUPURA
Ideas Sheikhupura, Sargodha Road. 056-3610087-88

SIALKOT
Sialkot Cantt. Mall of Sialkot. 052-4291710 & 052-4291711-2
V Mall. 052-4292070

SUKKUR
Muslim Co-Operative Housing Society. 071-5816596

SWAT
Swat Tower. 094-6883868

TALAGANG
Mianwali Road. 054-3410212

TAXILA
New City Arcade, Wah Cantt. 051-4624005

WAZIRABAD
Main Sialkot Road. 055-6602072

UPCOMING STORES

KARACHI Mega Mall, Near Johar Chowrangi

ISLAMABAD ZETA-1 Mall

LAHORE Salt by Ideas – Emporium Mall

SIALKOT Brand Village Sialkot

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 Ideas®