

## Fashion lovers headed towards Sheep™



Maha wearing different outfits by SHEEP™



Anum Baig, Ayesha Jafar, Saba Qadri, Fatima Talpur, Bushra Nadeem.



Sarah M and Zeba Bakhtiar.



Maheen Talpur, Aalia Jafar, Husna Talpur, Afsar Talpur.



Ardeshir Cowasjee.



Rukiya, Aalia Jafer, Frieha Altaf and Mujeeb.



Nadia Hussain and Arjuman rahim.

**SHEEP™** is a ready to wear clothing outlet designed to cater to the modern day woman who values real quality over perceived value.

**SHEEP™** offers a retail experience of warmth, wit, comfort and lighthearted indulgence at affordable prices. The brand launch was attended by many celebrities like Ardeshir Cowasjee, Zeba Bakhtiar, Arjumand Rahim, Rabia Chaudry, Ayesha Omer as well as many designers, retail houses and textiles organizations attended like Maheen Khan, Nadiya Kassam, Shenaz Basit (Gul Ahmed), Zahir Rahimatolla (of Labels) and Zeba Hussain (of Ensemble). The Spring 2010 collection was visually presented via a fashion show using top 5 models Nadia Hussain, Iraj, Maha, Amna Ilyas and a new face Zoe Viccaji, wearing 25 exclusive **SHEEP™** outfits. The brand promises to keep its customers engaged by adding new styles to their range every Saturday.

At the closing of the event, **SHEEP™** gave its guests chocolate boxes as a token of thanks.

**SHEEP™** is established by iTextiles, a leading textiles trading company representing premium textile products in Pakistan from international companies including INVISTA, Celessence and others. ♦



Frieha Altaf, Zoe Viccaji, Amna Ilyas, Maha, Iraj and Nadia.



SHEEP™ Outfits.



Anne Asif, Ayesha Jafar & Jumaira Saleem.



Mr. and Mrs. Dalloolio with Friend.



Nadia Hussain, Mujeeb and Frieha Altaf.

The PR and event management for the brand launch was done by Catalyst (Event Management "Catwalk Productions") supervised by Frieha Altaf.