

PFDC SunsilK Fashion Week at Expo Pakistan

The Pakistan Fashion Design Council (PFDC) and SunsilK this time took PFDC SunsilK Fashion Week to a bigger business platform by teaming up with Expo Pakistan, in collaboration with the TDAP.

PFDC SunsilK Fashion Week held during 20th to 23rd of October 2011 in Karachi showcased the spring/summer pret a porter collections of over 25 designers.

The Day 1 of the event opened with the fashion mogul Maria B. followed by debut designer Zonia. Next on the ramp was Zaheer Abbas after which came Nida Azwer with her fabulous women's wear collection. The Pakistan Institute of Fashion Design (PIFD) students then showcased their individual pieces before it ended with Akif presenting his vibrant collection.

Day 2 opened with the sister duo Nickie Nina's prêt-à-porter collection. Next on the runway was Zainab Sajid followed by Mohsin and Sania Maskatiya before M. Irfan Ali presented his debut women's wear collection, while the finale belonged to FNKAsia. Day 3 kicked off with Adnan Pardesy after which followed Batur. Next in line were Yahsir Wahid, Khaadi Khaas and Hammad-Ur-Rehman.

The show was concluded by Ammar Belal's 'Disco Inferno'. The final day opened with The House of Kamiar Rokni, followed by Republic and Ayesha F. Hashwani. The stage then belonged to Hassan Sheheryar Yasin's eponymous brand HSY, MUSE and the Red Dress Collection. Produced by Catwalk Productions, styled by the creative team at Sabs The Salon and Khawar Riaz, with Event Coordination by the R Team, and Public Relations by Lotus, the event was undoubtedly the talk of the town and gave positive image of Pakistan to attending foreign buyers at Expo Pakistan. ♦

