



## Look, but with love

A dialogue between heritage and innovation.  
Offering a new narrative to 'Pakistan'





Places, people, and things: agents of cultural transformation



Sartorial design and architecture, contrasting drape with structure



Cord piping and pleats for structure with the illusion of drape





Recreating traditional crafts for commercial design



Block printing, screen printing, lace incorporation and laser etching

# Design Development and Sampling







Keyhole  
Sampling

①



②



Elastic cord



Slash and spread  
methodology  
↳ for gathers



Gather stitch







Final Line up – Collage and Illustrations





Draped elements through flat pattern cutting



Prefer a combination of 1 & 3



1st toile



Fit amends

- Wider
- Deeper hem
- Base fabric shouldn't drag

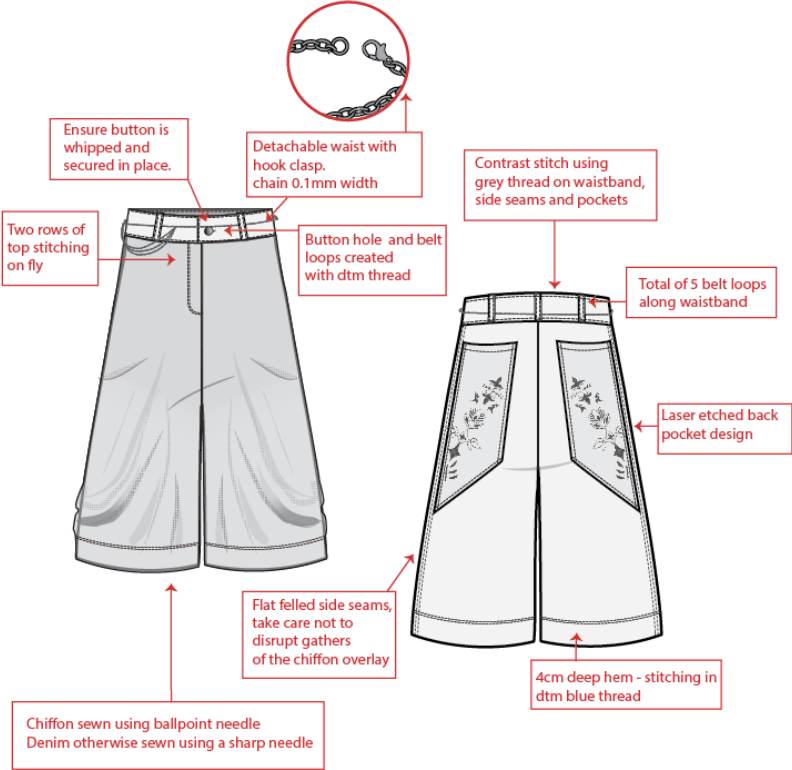
2nd Toile (1 leg)



PKSTAN

Season: SS25	Style name: Draped Jorts	Factory Name: ECD Limited
Submitted: 30.4.25	SMS IN HAND DEADLINE: 30.5.25	SMS REQUEST: 1X UK SIZE 12

MAKE COMMENTS



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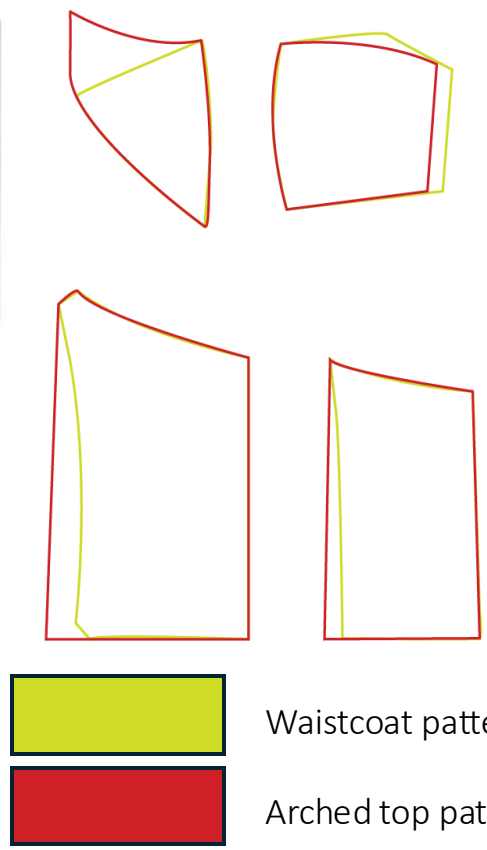




Pre-production sample







Using a developed and approved pattern ensured a good starting point, improved efficiency, and maintained cohesive shapes across the collection.

# دیکھ مگر پیار سے

(Look, but with love)

