

Impact of Online Media on Exploring Luxury Pret Fashion Trends among Brands

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ABSTRACT

Aim of the Study: This study is intended to look into the high-end fashion trends across four major Pakistani bridal and formal wear brands: HSY, Maria.B, Nomi Ansari, and Zainab Chottani. The study's objective is to contrast the pricing, style, embellishment and materials of various brands' dresses.

Methodology: The nature of this investigation was qualitative. The four images for each brand were picked from the portfolios of Zainab Chottani, Nomi Ansari, Maria.B, and HSY. Pictures of the dresses were taken from the official websites of chosen brands on the internet. The data are gathered using purposeful sampling. On the basis of pricing, style, embellishment and materials, these dresses were contrasted.

Findings: The most popular fabrics are chiffon, silk, organza net, and jacquard; these come in a variety of textures, and net dupattas with decorative work are also popular.

Conclusion: The comparison of price shows that HSY bridal dresses cost lies between 3 lac to 7 lac and for high conventional it is 30,000 to 50,000. In Maria.B dridal dresses goes from 2 lac to 9 lac and for high formal dresses it lies between PKR 25,000 to 75,000. In Nomi Ansari bridal dresses goes from 2 lac to 4 lac and for high formal dresses it is from PKR 20,000 to 75,000. In Zainab Chottani bridal dresses goes from 3 lac to 5 lac and for high conventional dresses it is from PKR 20,000 to 50,000. Lehengas with coats, long gowns with zardozi, mukesh, and sequins work are also popular.

Key Words: HSY, Maria.B, Nomi Ansari, Zainab Chottani, Bridal and High Formal Dresses.

Introduction

Pakistani clothes refer to the ethnic dress that individuals from Pakistan and those of Pakistani descent often wear. Pakistani apparel represents the country's way of life, its economy, and its social structures across all spheres and regions. Every regional culture's dress is a reflection of the weather, how people navigate daily life, and a particular style that gives it a unique identity among all social classes (Ahmad, Miskon, Alabdan, & Tlili, 2020). Wearing several pieces of apparel during each wedding ceremony is a way for Pakistanis to honour the traditional wedding rituals. Wedding attire typically varies in terms of

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style and plans from north to south among various ethnic organisations. Pakistani fashion has thrived in the ever-changing global landscape. The mix of traditional and modern clothing that makes up Pakistani style has evolved into the nation's social identity (Turunen, 2015).

Despite every cutting-edge design, everyday clothing has developed its own meaning as a representation of regional tradition. This regional plan is evolving into more high level and pure ideas; it is not static. According to Ashraf, Hafeez, Yaseen, and Naqvi (2017), the Pakistani fashion business is sending Pakistani standard clothing from one side of the world to the other as cordial delegates and then using them as inspiration to promote international models in Pakistan.

The need for luxury starts where need ends. The Chanel Excessive possessions were considered desirable in the early years (Cunningham & Petzer, 2022). "Excess" was used to describe things that were notable and insufficient and were primarily known to children. In any case, since the passing of time and the startling expansion of the excess product market, luxury goods have become more accessible to the general public. Additionally, the Cutting Edge Upset's accountability implied that acquiring more riches would play a crucial role in making opulent objects more accessible to all buyers (Hauck and Stanforth, 2007). For instance, in the Collected Domain, regular customers have increased their spending on surplus items by 50% (Hayat, Awan, Faiz & Awan, 2022).

However, it is now unusual how regular consumers determine what extravagant items are (Hauck and Stanforth, 2007). According to (Silverstein and Fiske, 2004), business and social factors have an impact on the trends in excessive buying. The significance of excess was also recognised in light of the developments in the market for opulent goods (Twitchell, 2003). "Things you have that I figure you shouldn't have" helps to control this excess. Because there are so many items that can be categorised as luxurious, it is impossible to estimate the market size. The arrangements of objects include jewellery, diamonds, food, cars, and clothing. Publicists believe that focusing on people's desires is an important part of a larger methodology (Noble and Schewe, 2003).

Hotshot news and unscripted television shows that appeal to your inner need to feel fantastic, big, and seen are all around you whenever you turn on the television or flick through the pages of magazines (Seo, 2015). Those ideal people you see will reveal to you how their way of life and material possessions, such as clothing and other stuff, can make you spectacular too and aid in your contribution to their world. All you need to do is make sure you are purchasing the proper fashion merchandise from the right designers. Then you start to yearn for the Chanel sunglasses or the Louis Vuitton bag. You eventually become ensnared by the excessive plan fever known as brand loyalty.

Throughout the entire existence of the exceptional urban foundations, configuration has unquestionably been predicted to play a significant role (Joy, 2012). Currently, in Egyptian, Greek, and Roman societies, clothing, lace, and beauty care products served as important social indicators of the general populace. The use of excess was restricted to the selective classes thanks to the clear distinctions between cordial classes. The beginning of the luxury goods industry and a large number of the incredibly significant excess brands that we are familiar with today, such as Hermes, Cartier, and Louis Vuitton in France, Burberry in England, Bvlgari in Italy, and Nishat and Sapphire in Pakistan, all began in the nineteenth century (Megehee, 2012).

During the last numerous years, the luxury region has gone through a tremendous change. The high entry obstruction that the lavishness region safeguarded for quite a while has been cut down driven by globalization and the Internet. The "democratization of lavishness" infers that excess product or items that seem to be luxury items are by and by available to an extended number of customers (Okonkwo, 2009).

A customer's demand for varied justifications and self-affirmation might be satisfied with a dress arrangement at a lower cost. The cost issue is now more important in the buy assurance of wedding dresses due to the evolution of wedding society (which will request more wedding dresses on a daily

basis). A flexible arrangement offers a practical benefit for bridal gowns and the wedding industry (Park, 2008). This is the critical evaluation of a varied arrangement that illuminates wedding gowns. This study develops a flexible wedding plan that takes into account consumer preferences freed from a flexible wedding dress arrangement that offers an additional requirement for the structure or the advancement of a different wedding dress material. By first looking at the Naver doorway website page and then reviewing the locations of important wedding dress suppliers, a survey on the store side was designed to look at market trends (Lau, Ng, Chan & Cheung, 2023).

This study is designed to investigate the fashion trends of the luxury pret among four different Pakistani brands HSY, Maria.B, Nomi Ansari and Zainab Chottani of bridal and high formal dresses. The aim of the study is to compare the fabric material, prices, style and embellishment of these brands dresses. So the research question is what type of fabric used for making these dresses, what is the price range and styles/embellishment used for dresses. The purpose of this study is to compare which brand is best for each individual while purchasing bridal and high-end formal outfits. Additionally, it provides information about the costs and appropriate dress styles. On the other side, this study is helpful if someone wants to launch a brand centered on expensive and formal clothing.

Methodology

This study was Qualitative in nature. The eight pictures from each brand were selected from the famous Pakistani designers brand HSY, Nomi Ansari, Maria.B and Zainab Chottani, four pictures were selected for bridal designs and four for high formal design. Only those luxurious brands has been be selective that have margin in features to be study online. The pictures were selected from the internet on official sites of selected brands with detail of the dresses. Purposive sampling is used to collect the data. These dresses were compared based on fabric material, prices, style and embellishment of these brands dresses.

Bridal Dresses





Figure 1: *Bridal dresses of the HSY Brand*

In the figure 1a the tangerine bridal dress with yellow and orange colour is made of chiffon silk fabric with the embroidery work on it, the fabric of shirt and lehngais same which is silk chiffon but the fabric of dupatta is chiffon dyed in two colours and there is also work on the borders of dupatta. In figure 1b is the champagne lehnga, a sheer floor length organza jacket with oxidized gold hand embroidery & a champagne tissue lehnga and organza net dupatta with zardozi work on the borders. In figure 1c the Naulakha bridal dress in plum colour is made of chiffon fabric with zardozi work on lehnga and shirt and the dupatta fabric is chiffon with borders and in figure 1d a tea-pink lehnga choli with tone-on-tone work is made of the chiffon and organza fabric.

In the figure 1a the Tangerine bridal dress for the wedding season is of the price

PKR 650,000, figure 1b the Champagne lehnga best for the wedding occasions is of price PKR 550,000, figure 1c the Naulakha bridal that gives the beautiful look on wedding is of price PKR 650,000, and in figure 1d a tea-pink lehnga choli gives the elegant look is of price PKR 600,000.

In the figure 1a the Tangerine bridal dress with yellow and orange colour which includes circular flared lehnga, choli whose length is at hip level and the length of sleeves is full fitted and have dupatta with embroidery work on the borders, this can be wear by bridal on the mehndi festivals. In figure 1b the Champagne lehnga, a sheer floor length organza jacket with oxidized gold hand embroidery & a champagne tissue lehnga with a long jacket on the lehnga which is giving the different look, there is a short blouse on top of lehnga below the bust, that is made of bronze copper color, it is paired with a mukesh and zardozi work on dupatta borders is giving the soft look. In figure 1c the Naulakha bridal dress in plum colour includes a straight cut lehnga, short choli with full fitted sleeves and dupattais made of chiffon with heavy zardozi copper work on its borders and in figure 1d a tea-pink lehnga choli, the panelled lehnga with full length and a short length choli above lehnga and dupatta is made organza with tone-on-tone work from empire collection is your quintessential look for the upcoming festive season.



Figure 2: Bridal dresses of MARIA.B Brand

In the figure 2a the Maroon velvet dress with maroon color and golden zardozi work on it is made of velvet fabric the whole dress is of velvet fabric giving the royal look. In figure 2b the elegant long Maxi that is made of silk chiffon fabric with the embroidery all over the maxi and dupatta also, made of chiffon. In figure 2c the Traditional kinnari dress in which the lehnga is made of silk with border at bottom, the shirt is made of jamawar and dupatta is made of organza. In figure 2d the off-white net dress the whole dress includes sharara, shirt and dupatta is made of organza net with kinnari and embroidery work.

In the figure 2a the Maroon velvet dress for bridal's special day is of price PKR 853,000 giving the royal look. In figure 2b the elegant long Maxi is of price PKR585,000 best for the bridal wear. In figure 2c the Traditional kinnari dress is of price PKR 176,000 is good for mehndi day these color goes with mehndi function.

In figure 2d the off-white net dress is of price PKR 174,000 is good option forbridal wear.

In the figure 2a the Maroon velvet dress with heavy stone enriched its beauty, the A-line lehnga with detailed golden zardozi work on velvet fabric giving the royal look, talking about the shirt it also have zardozi work on it and length of the shirt is above the waist point with the full fitted sleeves, and there is also work on the dupatta with borders on all four sides and there are pearls or teasels on sides of the

borders and also on bottom of shirt. In figure 2b the elegant long Maxi, the heavymaxi with embroidery work on it with soft silver and pink shade is giving the elegant look for wedding season, the net dupatta with embroidery on borders and velvet patch at the bottom. The length of the maxi much long that it is touching the ground and have a little tail, it has full fitted sleeves, the maxi has embroidery work on it all over and on dupatta too, this dress suits best for wedding day like walima. In figure 2c the Traditional kinnari dress, this lehnga and choli dress for mehndi with gold and silver kinnari work enhance its value for the festive occasions with organza net dupatta and silk lehnga with kinnari work. There is an A-line lehnga which has border on the bottom the length is normal not much long the choli is short above the waistline with full fitted sleeves, the shirt is simple there is no work on it and dupatta is also simple there is an additional dupatta of offwhite color that also look beautiful. In figure 2d the off-white net dress, this pure organza net off white dress with beautiful light detailed kinnari and mukesh work on it giving the elegant look with loose sharara and short shirt with light organza dupatta.



Figure 3: Bridal dresses of Nomi Ansari Brand

In the figure 3a the Banaras bridal dress it has sharara, shirt and dupatta, the sharara is made of fabric jamawar with mukesh and zardozi work on it, the shirt and dupatta also of same fabric. In figure 3b the Bedazzled lehnga choli of yellow and pink color is made of the fabric raw silk with block printing on it and also some embroidery work on it, the shirt is also made of same fabric and the dupatta is made of organza. In figure 3c the apple green criss-cross dress having lehnga, choli and dupatta is made of raw silk fabric with block printing and mirror work on it, the dupatta is made of pure net. In the figure 3d the printed raw silk dress is made of raw silk all over with block printing and mirror work.

In figure 3a the Banaras bridal dress is of price PKR 200,000 can be used for themehndi functions. In the figure 3b the Bedazzled lehnga choli with light colors is of price PKR 300,000 giving the soft look. In figure 3c the apple green criss- cross dress is of price PKR 250,000 is good for mehndi functions. In the figure 3d the printed raw silk dress is of price PKR 200,000 can be used as modern mehndi dresses.

In figure 3a the Banaras bridal dress, it has long loose sharara which has cover with zardozi and mukesh work with shirt which is below the waistline with full fitted sleeves, it has zardozi and mukesh work all over the dress the dupatta has borders on all four sides of it with detailed work. In the figure 3b the Bedazzled lehnga choli, with crystal and gemstone all over plus strappy sleeves and a cutwork style neckline, complete with a coral pink organza dupatta with a scatter of dainty bootis and detailed border, it has A-line straight lehnga with delicate block printing on it, the choli is short above the waistline, and sleeveless with the chain of pearls on upper part, the dupatta is of simple organza with little work of zardozi on the sides. In figure 3c with an apple green criss -cross Chann dupatta, this wondrous pink and orange lehnga, choli features rich mirror work, the apple green criss- cross dress includes lehnga, choli and dupatta. There is a round lehnga which has mirror work and block printing on it the length of the lehnga is normal, shirt is short above the waistline and sleeveless, the dupatta is simple with little mukesh work on it. In the figure 3d the printed raw silk dress, the printed raw silk acts as a beautiful canvas for the colors with rich pearls, mirrors and gold embroideries atop its digital print, this jacket is paired with a printed lehnga in vibrant colors with mirror work and embroidery. It has full fitted sleeves with full printed jacket paired with lehnga.



Figure 4: *Bridal dresses of Zainab Chottani Brand*

In the figure 3.4a the Gold lame Gown is made of pure silk fabric with stone work and embellishment on it and the dupatta is coordinated with an organza monotone gold dupatta with heavily embellished borders. In the figure 3.4b the Blush Dazzel dust dress is made of chiffon fabric with floral embroidery on it giving the soft pink look. In the figure 3.4c the Dilkush dress is made of jacquard fabric all over the dress same fabric is used with detailed hand work of zardozi on it. In the figure 3.4d the Dastaan dress is also made of fabric jacquard and the dupatta It is coordinated with beautiful dupatta with thick matha patti border on the front and intricate beautiful border on all rest of the three sides. It is finished by kora balls to give it a perfect classical look.

In the figure 3.4a the Gold lame Gown is of price PKR 350,000 giving the soft and elegant look, best for wedding. In the figure 3.4b the Blush Dazzel dust dress is of price PKR 500,000 is long gown best for bridal special day. In the figure 3.4c the Dilkush dress is of price PKR 450,000 goes best with wedding days. In the figure 3.4d the Dastaan dress is of price PKR 350,000 gives the soft look.

In the figure 3.4a the Gold lame Gown, romancing the exuberant thread work with intricate craftsmanship on luxurious glossy lame in tones of light gold and peach. The Swarovski, bejewelled contemporary silhouette enhanced with French knots is a visit to an inexorable personification of modern fairy tale. It is a long tail gown with fitted sleeves and embellished work on the gown and dupatta. In the figure 3.4b the Blush Dazzel dust dress, delicately crafted and personifying chic elegance with an element of grandiose. This dress is beautifully sculptured with floral embroidery, adorned with cutwork borders embellished with silver kora dabka, pearl and sequins work all over. Sharara is magnificently decorated with scalloped border. In the figure 3.4c the Dilkush dress, this front open bridal jacket executing heavily handcrafted art of zardozi, kora and Dabka with splashes of cobalt blue and emerald green. A handcrafted gold Jacquard lehnga finished with intricate zardozi borders completes the looks. It has open short shirt till the waistline and embellished with zardozi work. In the figure 3.4d the Dastaan dress, The Magic of Gold & Ivory, this heavenly handcrafted front open style bridal showcases the traditional art of zardozi, nakshi, kundan, kora and dabka, adorning the intricate and meticulous hand embellishments giving it a wholesome Gentle stance paired with a regal gold and ivory jacquard lehnga. It is the long jacket paired with lehnga with full fitted sleeves giving the beautiful look.

High Formal Dresses





Figure 5: *High Formal Dresses of HSY Brand*

In the figure 5a the Silver embroidery dress is made of silk and net fabric with kokab work on it which enhances its beauty. In the figure 5b the Copper silk dress is made of silk and organza net, trouser and shirt respectively with heavy embroidery and kundan work on it giving the lavish and glamorous look. In the figure 5c the red bedazzle dress is made of jacquard fabric with detail small embroidery work on it giving formal look. In figure 5d the White elegant classic dress in white is made of chiffon and silk fabric including lehnga and choli with dupatta.

In the figure 5a the Silver embroidery dress is of price PKR 50,000 which can be best choice for festive events. In the figure 5b the Copper silk dress is of price PKR 35,000 giving the lavish look. In the figure 5c the red bedazzle dress is of price PKR 50,000 which can be wear on wedding days. In figure 5d the White elegant classic dress is of price PKR 50,000 giving soft look.

In the figure 5a the Silver embroidery dress consists of long A-line lehnga choli and dupatta the length of lehnga is touches the ground and flare is wide made of silk, it has the sleeveless shirt and length of shirt is above the waistline there is sitara work on the lehnga and choli which goes right with the silver color and dupatta is of net with sitara work with borders on all four sides, giving the royal beautiful look can be wear on festive occasions as high formal dress. In the figure 5b the Copper silk dress consist of shirt and trouser the length of shirt is below the knees and sleeveless shirt with boat neckline, there is embroidery on the shirt front and some laces drapes at the bottom of the shirt, with the bell bottom silk trouser giving the glamorous look, it can be wear as party wear on different kind of occasions. In the figure 5c the red bedazzle dress, the bedazzles in this rouge handcrafted gown with asymmetric embroidery paired with gorgeous beadwork cape and below there is skirt paired with cape the length of the skirt is till floor.

The length of cape is touches the wrist giving the beautiful bright look can be wear as high formal dress. In figure 5d the White elegant classic dress consists of lehnga and choli with embroidery work on it, there is straight lehnga with short choli above the waistline, the choli is simple white. There is border on all four sides of the dupatta with silver lace giving the light and beautiful look.



Figure 6: High Formal dresses of MARIA.B Brand

In figure 6a the deep red sari is made of fabric net and blouse is made of jamawarand net, the petti coat is made of chiffon fabric there is border on the pallu of sari with beads, stones, kundan and sequins. In figure 6b the pistachio light green color dress is made of cotton net and jamawar fabric with embroidery on it and dupatta is made of organza net giving the high formal look. In figure 6c the light tea pink dress is made of fabric net and the inner fabric which is used under the dress is chiffon which enhance the beauty of dress and dupatta is also made of net contrast color of dupatta is light shade of yellow. In the figure 6d the off-white lehnga and choli is made of the fabric jacquard and dupatta is made of net fabric with laces on the borders. There is embroidery and zardozi work on the lehnga and choli.

In figure 6a the deep red sari is of price PKR 75,000 giving the royal look is best for wedding events. In figure 6b the pistachio light green color dress is of price PKR 30,000 is best for formal wear. In figure 6c the light tea pink dress is of price PKR 35,000 giving the soft and elegant look. In the figure 6d the off-white lehnga and choli is of price PKR 50,000 this couture dress is best choice for high formal.

In figure 6a the deep red sari there is Mughal inspired deep red sari adorned with beads, stones, kundan and sequins. The length of sari is touches the ground there is border with work on the bottom of the border and also on the wide sides of sari pallu there is a thick border with beautiful work on it, the blouse of the sari is above the waistline with full fitted sleeves, it is best choice for high formal dress to wear on festive

events. In figure 6b the pistachio light green color dress is consistof long frock, trouser and dupatta. The length of the frock is till ground, there are patches in the frock of jamawar fabric, and there are pearls on the bottom of frock which enhancing its formal look. The dupatta has embroidery work on it with lace on all four sides of it giving the beautiful look. In figure 6c the light tea pink dress is a frock of long length with full fitted sleeves it has embroidery on the frockwith silver on tea pink inner giving the soft look, the dupatta is simple net with lace on the all four sides of the dupatta, and it is the good choice for festive events as formal dress. In the figure 6d the off-white lehnga and choli, there is A- line lehnga of long length with the zardozi work of golden copper color on off-white giving the elegant look there is also work on choli the length of choli is above the waistline with full fitted sleeves and also work on dupatta with lace on the all four sides of the dupatta giving beautiful and elegant look to be wear on wedding events.

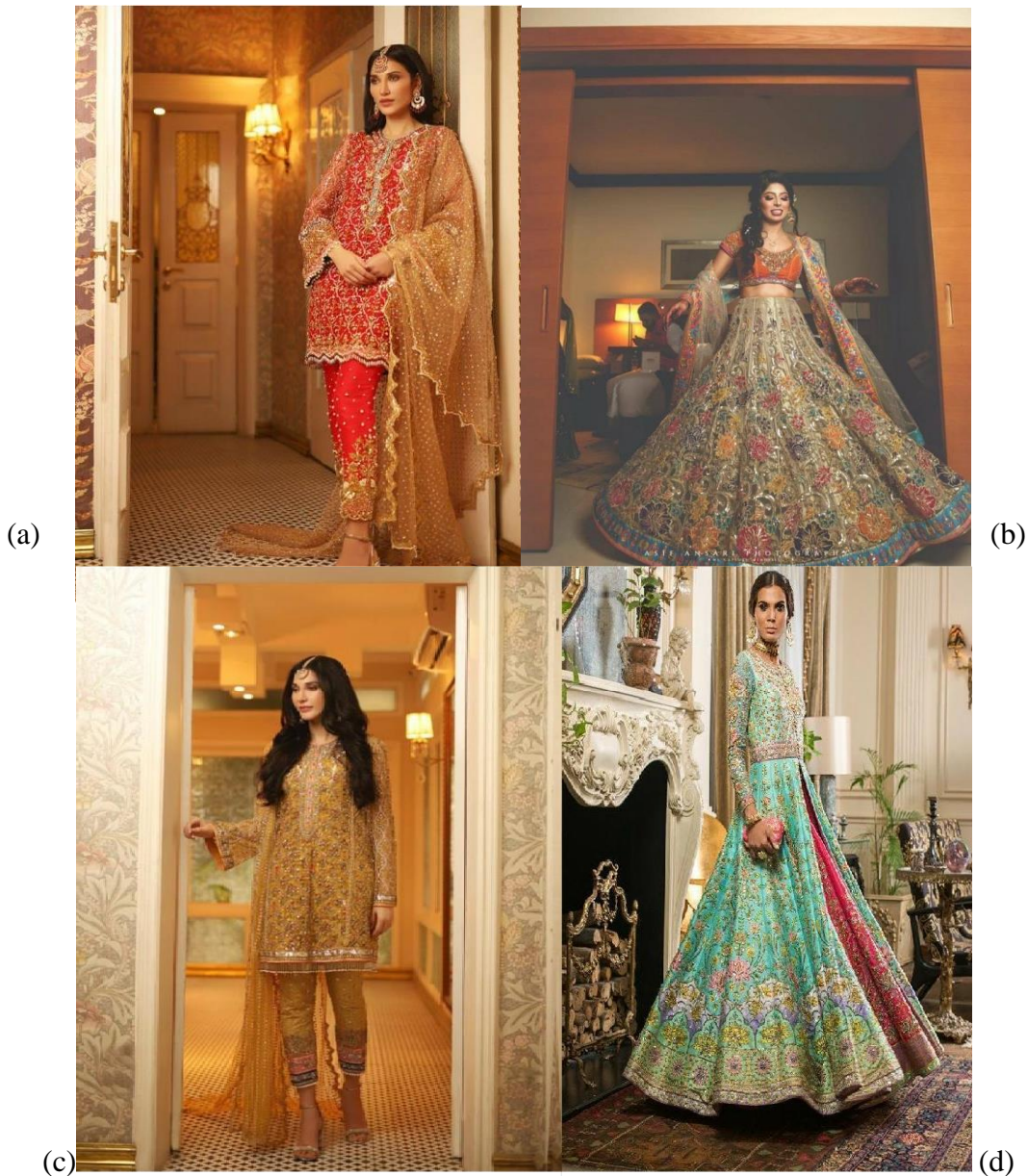


Figure 7: High Formal Dresses of Nomi Ansari Brand

In figure 7a the vibrant red dress is made of fabric chiffon and net with rich detailed gold and pearl embellishments the dupatta is made of net fabric giving the bright look all over the dress. In figure 7b the floral lehnga choli is made of fabric raw silk with embellishment on it giving bright beautiful look. In figure 7c the mustard color dress with pops of colours is made of fabric jamawar and net with embroidery on it giving the soft look. In figure 7d the floral print twinkle dress is made of fabric raw silk with embroidery on it giving the beautiful look.

In figure 7a the vibrant red dress is of price PKR 35,000 can be wear on festive events with light jewellery. In figure 7b floral lehnga choli is of price PKR 50,000 can be wear as formal dress in light weather. In figure 7c the mustard color dress is of price PKR 27,000 can be good choice for wedding wear. In figure 7d the floral print twinkle dress is of price PKR 75,000 can be wear as high formal dress on wedding.

In figure 7a the vibrant red dress is consists of short shirt above knees with bell bottom sleeves and pant trouser with rich detailed gold and pearl embellishments paired with dupatta in gold with lace on all four sides of dupatta giving the bright vibrant look can be wear as high formal dress. In figure 7b the floral lehnga choli paired with bright orange choli and intricately bordered dupatta for mehndi, the beautiful floral embellished lehnga is giving the awesome look, there is dupatta of organza net with border patti on all four sides of the dupatta enhancing it look. In figure 7c the mustard color dress with pops of colours to accentuate the saffron base, the intricate work on this formal shines through stars its consists of shirt whose length is above knees with full loose sleeves with tight pant trouser and dupatta is simple can be wear on festive events. In figure 7d the floral print twinkle dress with its immaculate hand worked embellishments in this beautiful dress, sky blue, with soft pink and lilac flowers, each touched with gold and silver sequins all over, makes this smart jacket and lehnga stand out as a unique combination. The bright pink lehnga too features intricate work on its panels and the whole outfit comes together with finesse and nomi Ansari's whimsical touch.



(a)



(b)



(c)



(d)

Figure 8: *High Formal Dresses of Zainab Chottani Brand*

In figure 8a the marvellous charm dress is made of fabric silk and net, trouser and dupatta is made of silk fabric with zardozi work all over the dress with silver embellishments. In figure 8b the white copper dress is made of chiffon including dupatta with embellishment on it giving the light and soft look. In figure 8c the salmon pink peplum is made of fabric jacquard and dupatta is made of chiffon, can be wear on wedding events gives soft beautiful look. In figure 8d the beautiful red copper dress is made of fabric jacquard and chiffon fabric giving the beautiful bright look.

In figure 8a the marvellous charm dress is of price PKR 35,000 can be wear on festive occasions is best choice as high formal dress. In figure 8b the white copper dress is of price PKR 70,000 giving the soft look. In figure 8c the salmon pink peplum of price PKR 50,000 can be wear on the wedding events. In figure 8d the beautiful red copper dress is of price PKR 45,000 giving the soft and light look.

In figure 8a the marvellous charm dress is consist of glamorous statement shirt brings out the beauty with embroidery on asymmetrical borders enhanced with silver kora dabka and sequins motif and finessed with Swarovski buttons. There is bell bottom loose trouser of silk with net shirt with silver work gives the high formal look. In figure 8b the white copper dress consists of lehnga paired with long gown with full fitted sleeves there is work of zardozi on neckline in detail and on other parts of dress also giving the heavy look, there is border on the bottom of gown and dupatta is also covered with a border on all four sides of it giving the embellished and stunning look. In figure 8c the salmon pink peplum look effortlessly preppy in our salmon pink peplum with exquisite embellished neckline in kora dabka sequins and intricate thread work. There is sharara of long length with peplum whose length is above knees there is border on the peplum and dupatta is simple chiffon with lace on all four sides of the dupatta. In figure 8d the beautiful red copper dress consists of lehnga choli and jacket the lehnga is plain and A-line wide with plain choli of red color, there is jacket on it with full sleeves has zardozi work on the jacket it can be wear on wedding as high formal dresses giving the beautiful look.

Analysis of Results

Three important features of luxurious dresses were short listed fabric, price and style. A total of four brands pictures were selected against each three features of dresses (Four pictures from each brand) the pictures were taken from the famous Pakistani designers brand HSY, Nomi Ansari, Maria.B and Zainab Chottani. The fabrics that are used discussed in detailed, their prices are also discussed for each dress and their style/embalishment are also studied in detail.

Fabric of the Dresses

In the HSY brand the fabric used are silk, chiffon, organza net, tissue organza and jacquard with different kinds of embellishments on it such as embroidery, zardozi and mukesh work. In the Maria.B brand velvet, chiffon silk, cotton net, jacquard, jamawar and organza net fabric are used, similarly in Nomi Ansari dresses jamawar, organza, chiffon net, jamawar, silk and mostly raw silk is used as fabric in many of the dresses. In the Zainab Chottani dresses the silk, chiffon, organza and jacquard are used as fabrics in both bridal and high formal dresses with different types of embellishments and working on the fabrics with beautiful colours.

Prices of the Dresses

Another important feature among these luxurious brand is the price that's matter most. In HSY brand the price ranges from PKR 500,000 to PKR 700,000 for bridal dresses and for high formal dresses it ranges from PKR 30,000 to PKR 50,000. In Maria.B dresses there price ranges from PKR 200,000 to PKR 900,000 for bridal dresses and for high formal dresses it ranges from PKR 25,000 to PKR 75,000, similarly in Nomi Ansari the bridal range is from PKR 200,000 to PKR 400,000 and high formal dresses ranges from PKR 20,000 to PKR 75,000. In Zainab Chottani dresses the bridal ranges from PKR 350,000 to PKR 500,000 and for high formal dresses it ranges from PKR 20,000 to PKR 50,000. Pricing is

incredibly important for fashion brands because it has a direct impact on the place your brand sits in the market, as well as on your profits.

Style and Embellishments of the Dresses

Style and embellishment is also an important feature in dresses in HSY there are lehnga choli with dupatta and lehnga paired with jacket with different works on them like embroidery, zardozi and mukesh. There are borders on dupattas some are heavy and light for bridal dresses and for high formal dresses there are heavy embodied shirts with bell bottom trousers and pant trouser also there is lehnga with short choli. In Maria.B bridal dresses there is lehnga choli, maxi and sharara with short shirt and dupattas on them with mukesh, heavy embroidery and zardozi work whether in high formal dresses there is sari, long frock, and short shirt and pant trouser and light lehnga choli is included. In Nomi Ansari dresses we took dresses that are mostly used for mehndi functions there are lehnga choli with dupatta, sharara with shirt and also lehnga paired with jacket for bridal wear. In high formal dresses there are short shirts with pant trousers and light dupatta also there is lehnga choli with digital print on it.

Similarly in Zainab Chottani bridal dresses there are long tail maxi and lehnga choli paired with jacket have embroidery work on them and in high formal dresses there are peplum with sharara, long shirt with trouser and long frock with trouser with light thread embroidery work and also some zardozi work.

Conclusions and Discussion

By carefully examining each outfit, we can learn more about the major topics covered in the study. Fabric, cost, style and embellishment were three key aspects of opulent clothing examined. Four different companies' pictures—four from each—were chosen to represent each of the three dress aspects. The images came from the well-known Pakistani fashion houses HSY, Nomi Ansari, Maria.B, and Zainab Chottani. For each dress, the fabrics that are utilized are examined in fabric, along with their pricing, style and embellishment of each.

The HSY brand uses a variety of fabrics, including silk, chiffon, organza net, tissue organza, and jacquard, along with various types of embellishments. Similar to how Nomi Ansari dresses employ jamawar, organza, chiffon net, silk, and mostly raw silk as fabric, Maria.B dresses are made of velvet, chiffon silk, cotton net, jacquard, and organza net material. Silk, chiffon, organza, and jacquard are used as textiles in both wedding and high-end formal dresses by Zainab Chottani, who also works on the fabrics with gorgeous colours and other types of embellishments. This was the primary aspect of the study that was covered.

The price that matters most is among these upscale brands is another significant characteristic. For bridal gowns under the HSY brand, prices range from PKR 500,000 to PKR 700,000, and for high-end formal attire, they range from PKR 30,000 to PKR 50,000. For bridal dresses, Maria.B outfits have price ranges between PKR 200,000 and PKR 900,000, and Nomi Ansari has bridal dresses with price ranges between PKR 200,000 and PKR 400,000, and high formal dresses with price ranges between PKR 20,000 and PKR 75,000. Bridal outfits by Zainab Chottani cost between PKR 350,000 and PKR 500,000, and high-end formal attire costs between PKR 20,000 and PKR 50,000.

Style and embellishment is a key component of HSY dresses as well. There are lehnga cholis with dupattas and lehnga sets with jackets that have various embroidered, zardozi, and mukesh designs on them. For bridal gowns, there are borders on the dupattas, some of which are heavy and light. For high formal gowns, there are heavy embodied shirts with bell bottom pants and pant trouser, as well as lehengas with short cholis.

Lehnga cholis, maxis, and shararas with short shirts and dupattas and mukesh, heavy embroidery, and zardozi work are included in Maria.B bridal gowns, whereas saris, long gowns, short shirts, pant trouser bottoms, and light lehnga cholis are featured in high formal gowns. There are lehnga cholis with dupatta, shararas with shirts, and lehengas paired with jackets for bridal wear among the Nomi Ansari gowns that

we selected. Short shirts with pant trousers and a light dupatta, as well as a lehnga choli with digital print, are included in high-end formal attire.

Similar to this, Zainab Chottani's bridal gowns include long tail maxis and lehnga cholis worn with jackets that have embroidery work, as well as peplums with shararas, long shirts worn with trousers and long frocks worn with trousers that have light thread embroidery as well as some zardozi work.

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Conflict of Interest


Authors have no conflict of interest.


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