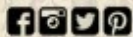


# ALZOHAIIB



MAHGUL  
*Formals*

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[www.alzohaibstore.com](http://www.alzohaibstore.com)  
[www.mahgulonline.com](http://www.mahgulonline.com)

TEXTILE DEAL

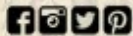
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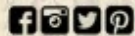
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# MAHGUL

MAHGUL is critically acclaimed as one of the Sub-Continent's most exciting fashion brands, having debuted at the prestigious PFDC Sunsilk Fashion Week platform in 2013. The brand is best known for their edgy, avant garde interpretation of Pakistani design. Their vision is for each creation to juxtapose elements of fine art with high end fashion.

At MAHGUL the team strives to innovate by using traditional hand work techniques across a range of unconventional embellishment and materials; they aspire to pioneer new craft and encourage inspired artisanship. To this end their workmanship is best known for its diversity, boasting a rich series of techniques including sculptural embellishments and 3D embroideries. They believe in dynamism and change, and work closely with craftsman to achieve new surfaces and provide work that is unique and evolutionary.

Currently, MAHGUL is housed at a standalone studio space in Lahore, Pakistan for Formal, Bridal and Luxury Prêt wear. The brand also stocks Prêt-à-Porter across Pakistan under their line ORO and is available to shop online. The brand has showcased consistently at the coveted PFDC fashion platforms and has been nominated thrice in a row for Pakistan's premier fashion honour, The Lux Style Award, as the country's Best Emerging Talent in 2015, in 2016 for Achievement in Fashion Design, Luxury Prêt and in 2017 for both Achievement in Fashion Design, Luxury Prêt and Bridal.

The brand is led by creative director Mahgul Rashid, whose passion for fine art is manifest in her trainings from the prestigious Central St Martins in London, her graduation in fine art with distinction from the Beaconhouse National University in Pakistan and her work with globally celebrated artist Rashid Rana, also in Pakistan. Prior to establishing her independent design label, Rashid apprenticed at her grandmother and couturier Nasreen Shaikh's fashion atelier for the better part of 6 years; indeed Rashid's own work was first introduced as a diffusion project, 'Mahgul for Nasreen Shaikh' in 2013. In 2014 the stand alone MAHGUL brand was established.

[WWW.MAHGULONLINE.COM](http://WWW.MAHGULONLINE.COM)



TEXTILE DEAL



TEXTILE DEAL

01 FRONT: EMBROIDERED CHIFFON  
BACK: DIGITAL PRINTED SILK  
SLEEVES: DYED CHIFFON WITH DIGITAL BORDER  
DUPATTA: DIGITAL PRINTED SILK  
TROUSER: DYED RAW SILK



01

FRONT: EMBROIDERED CHIFFON  
BACK: DIGITAL PRINTED SILK  
SLEEVES: DYED CHIFFON WITH DIGITAL BORDER  
DUPATTA: DIGITAL PRINTED SILK  
TROUSER: DYED RAW SILK



TEXTILE DEAL



# MAHGUL

*Formals*

02

FRONT: EMBROIDERED KHADDI NET  
BACK: EMBROIDERED KHADDI NET  
SLEEVES: DYED KHADDI NET WITH EMBROIDERED BORDER  
DUPATTA: EMBROIDERED JACQUARD  
TROUSER: DYED RAW SILK WITH EMBROIDERED BUNCHES

TEXTILE DEAL





02

FRONT: EMBROIDERED KHADDI NET  
BACK: EMBROIDERED KHADDI NET  
SLEEVES: DYED KHADDI NET WITH EMBROIDERED BORDER  
DUPATTA: EMBROIDERED JACQUARD

EMBROIDERED BUNCHES

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# ALOKHATB



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MAHGUL

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TEXTILE DEAL



05 FRONT: EMBROIDERED NET  
BACK: DIGITAL PRINTED SILK  
SLEEVES: EMBROIDERED NET  
DUPATTA: DIGITAL PRINTED SILK  
TROUSER: DYED RAW SILK



MAHGUL  
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TEXTILE DEAL



TEXTILE DEAL







TEXTILE DEAL



07 FRONT: EMBROIDERED KHADDI NET  
BACK: EMBROIDERED KHADDI NET  
SLEEVES: EMBROIDERED KHADDI NET  
DUPATTA: DIGITAL PRINTED SILK  
TROUSER: DYED RAW SILK



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