

Editor's Letter



I had always dreamt of having an in-house magazine and as I begin to flip through the pages, I realize how dreams can turn into reality. Let me begin by explaining to you the purpose behind this publication. The purpose was to share with all of you a sense of what "Gul Ahmed" feels about fashion, which is a little closer to your hearts.

The company has long been renowned for its quality of products but we thought it was time to do things slightly differently. Representing a Company that enjoys the reputation of defining trends for the fashion market. We felt it was time to define yet another trend. Gul Ahmed has its eyes on the global market; being one of Pakistan's largest textile exporters we felt that we would bring all our knowledge of global fashion trends into one magazine. Everything around us is "Fashion". When you walk into a coffee shop, a shopping mall, or a car showroom, all is fashion. So, "where does Gul Ahmed fit in?"

Gul Ahmed creates what it feels is going to define the style of tomorrow and integrates fashion, and styling to create the ultimate outfit for you!

Over the years we have released thousands of designs in unlimited diversity. Variety and quality are the most essential things, which we are providing for fashion. Every outfit looks different on someone else. Some people look good in black, some in white, some people look great with stripes, some love chiffon, others embroidery. Hence, the purpose of this magazine is an attempt to give you a glimpse of the range of our products in many different colors and styles.

Our dream at Gul Ahmed is to define "fashion" together with our patrons. However, we cannot do this alone, you must help us. "How?"

We define fashion together. Nothing makes us happier than to see different people wearing Gul Ahmed's products in different ways; I love to dress up women. Thus we give each one of you the opportunity to choose the best fit and style from our products for yourselves.

We give a few "ideas" the rest is up to you.

We are passionately moving forward to give you the best "fashion" experience possible. "What does this mean?"

Last year we had one retail outlet, this year we have eleven. We have just released our first publication, what next?

Maybe a TV channel, maybe a "hip" café. We strive to create fashion and we will continue to do so, today, tomorrow, forever. "Fashion evolves. Thus, Gul Ahmed is fashion, Gul Ahmed will evolve, and we will make you evolve with us!" We will cater to all of your needs and try to live up to your expectations. You have trusted us thus far and we will not let you down. "I think I am preaching"!

"Please sit back and enjoy the magazine!"


