

# FASHION DISTRICT

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*Face of Pakistan fashion industry*



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**SCHOOL OF ARCHITECTURE AND PLANNING (S.A.P)**  
**UNIVERSITY OF MANAGEMENT AND TECHNOLOGY**  
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# FASHION DISTRICT

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*FACE OF PAKISTAN FASHION INDUSTRY*



This report is submitted to Department Of Architecture, University of Management and Technology

In partial fulfillment of the requirements of the degree of

Bachelors in Architecture

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**IN THE NAME OF ALLAH, THE MOST BENEFICIENT AND THE MOST  
MERCIFUL.**

## Acknowledgement

Infinite thanks to Almighty Allah for helping me through toughest of times and achieving my goals.

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**MARYAM KHALID**

*To my beloved Parents*

## Abstract

Pakistan is so rich in culture so as in fashion but internationally it has not been perceived as much about it. Pakistan fashion industry has no identity like Paris city of lights. When a person thinks about any country or nation the initial couple of things strikes its mind is its way of life, culture, architecture and local fashion. The area of Pakistan has been attacked previously, possessed and settled by extensive variety of people, including Dravidians, Aryans, Greeks, White Huns, Persians, Arabs, Turks, Mongols and different Eurasian gatherings. There are contrasts in culture among the distinctive ethnic gatherings in issues, for example, dress, nourishment, and religion, particularly where pre-Islamic traditions vary from Islamic practices. The essential starting point of Pakistanis however originates from the human advancements of North India and eastern Afghanistan, with noteworthy impacts from Persia, Turkestan and Hellenistic Greece.

There is immense change in textile of Pakistan through these ages which has not been recorded properly. Development and changes by the time in styles of clothes, equipment and techniques of craftsmen should be kept in archives and displayed in a way to represent Pakistan.

On the other hand Pakistan being a producer of goods has raw materials, and all the talent like textile engineers, fashion designers, craftsmen and many more, all it needs is a place to gather them all at one place and make the best out of it. This could give a better chance for flourishing fashion industry internationally.

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**CHAPTER # 1**  
**INTRODUCTION**

# FASHION DISTRICT

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*Face of Pakistan fashion industry*

## CHAPTER NO.1

### 1.1. Introduction

Fashion district is a hub that brings craftsmen from workshops, fashion designers and textile industrialists to engage at one platform. This project is a product after combining a fashion house, fashion gallery and fashion media power house. An architecturally impactful building can become an identity of a brand. This thesis project targets on providing recognition to local craftsmen and students.

### 1.2. Thesis statement:

In international market, Pakistan holds 3rd position in raw cotton exports yet textile and fabric exports are confronting significant decrease each year. Textiles comprise 57% of Pakistan's export revenues. However, in recent years, textile exports have declined essentially. Textile exports were recorded at \$11.625 billion dollars in 2014-2015. In 2015-2016, this number had dropped 7.7% to \$10.395 billion. This year it dropped 1.98%. [1]

Pakistan is so rich in culture so as in fashion but internationally it has no recognition about it. On the other hand, Pakistan being a producer of goods has raw materials, and all the talent like textile engineers, fashion designers, craftsmen and many more, all it needs is a place to gather them all at one place and make the best out of it.