

ANNIVERSARY EDITION

SP SAIF PUBLISHING

GRZIA

PAKISTAN

VOLUME 1, ISSUE 65
FEBRUARY 2021



**Embraced
BY K-2**

#FLASHBACK
2020

BCW
FASHION
PANDEMIC

4
YEARS
STRONG

2021 - hopeful for a new beginning

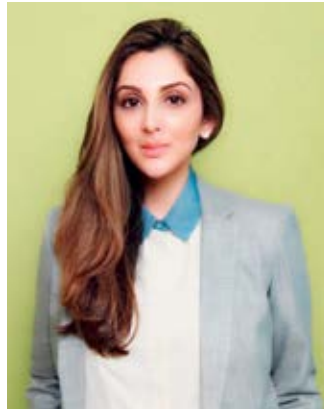
**ANEESA
SHARIF
SHANEEQ
BRIDAL**

TOP
PICKS



GRAZIA

Editor's Note



We are on our issue 65 and with it we have officially turned 4! We have the beautiful Aneesa Sharif as our cover girl glammed up by Shaneeq Bridal as the ultimate bride for 2021.

This issue takes you through all the trends spotted around the globe. Grazia aims to be your one stop for everything fashion, beauty and lifestyle related. We

hope you enjoy reading this issue as much as we enjoyed putting it together for you.

Happy reading!

@zahraasaifullah
www.grazia.pk

Zahraa

ZAHRAA SAIFULLAH



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8 becomes infinity for a world without limits!
Forever young, as Grazia.



FEEL FIRED UP ABOUT SOMETHING YOU'VE READ IN GRAZIA? LET US KNOW...

FROM THE DEPUTY EDITOR'S DESK



Grazia Pakistan has a team of fashion visionaries who work passionately and tirelessly to bring you the best of all trends. We are four this month and with each month that goes by, we aim to strive higher and work harder to bring you the best of fashion and beauty from around the globe. We hope that you are staying safe and practicing social distancing. We must remain patient and responsible, the solution is close but till then, please stay safe!

Nashmia Amir

NASHMIA AMIR BUTT



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Saif Publishing is a leading Pakistani publishing house, specializing in creating and circulating few of the major international lifestyle and fashion magazines. Saif Publishing launched HELLO! Pakistan in March 2012, setting the bar on local reporting on celebrity, lifestyle and fashion. HELLO! Pakistan is an aspirational lifestyle magazine, which has featured prominent personalities and celebrities over the period of five years since its inception. The newest addition to Saif Publishing's portfolio is with Grazia Pakistan, which is the first international fashion magazine in Pakistan and will break traditional publication norms for fashion and news in Pakistan, and venture into lucrative partnerships with international platforms. With HELLO! Pakistan catering to the high-end aspirational lifestyle target market, Grazia Pakistan is set to take over the inspirational fashion and news market, creating a style platform for the young, confident Pakistani women.

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FASHION CHARTS

Grab our super stylish picks of the season before they sell out



2

LOEWE

The perfect tote to accompany you whether you are off to the beach or heading to a brunch
PKR 72,125
www.loewe.com

3

RETROFÊTE

With college back in session, it's time to upgrade your wardrobe with a cool denim jacket
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7

AMINA MUADDI

Channel your inner boss babe with these stretch-latex thigh boots
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www.aminamuaddi.com



4

STAUD

Monochrome piping is the hottest new trend which makes this Dolce cutout maxi a must-have
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6

CULT GAIA

Make the most stylist fashion statement with your Serena embellished shoulder bag
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www.cultgaia.com



7

GIUSEPPE ZANOTTI

Something to go with your formal wear when you are planning to ditch those heels
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www.giuseppezanotti.com



8

JACQUEMUS

Turn up the heat and dazzle everyone in this open-back ruched twill dress
PKR 112,195
www.jacquemus.com



9

MISSONI

Multicoloured stripes to lift your overall look for a brunch or a day by the beach
PKR 153,868
www.missoni.com



10

ISABEL MARANT ÉTOILE

Keep it light and cool with these Teocadia ruffled broderie anglaise cotton shorts
PKR 63,310
www.isabelmarant.com

MARQUES' ALMEIDA

Bright and bold — set the tone for spring with this asymmetric shirt dress
PKR 70,523
www.marquesalmeida.com



10 HOT STORIES

EVERYONE'S BEEN TALKING ABOUT...



01



PRINCE HARRY AND MEGHAN MARKLE ARE EXPECTING THEIR SECOND CHILD!

Prince Harry and Meghan, the Duchess of Sussex, are expecting another addition to their family.

MEGHAN is pregnant with their second child, a spokesperson for the Duke and Duchess of Sussex confirmed recently.

"We can confirm that Archie is going to be a big brother," the spokesperson said. "The Duke and Duchess of Sussex are overjoyed to be expecting their second child."

The announcement comes almost exactly 37 years after Prince Charles and Princess Diana announced they



were expecting their second child, which happened to be Prince Harry. How adorable is that?

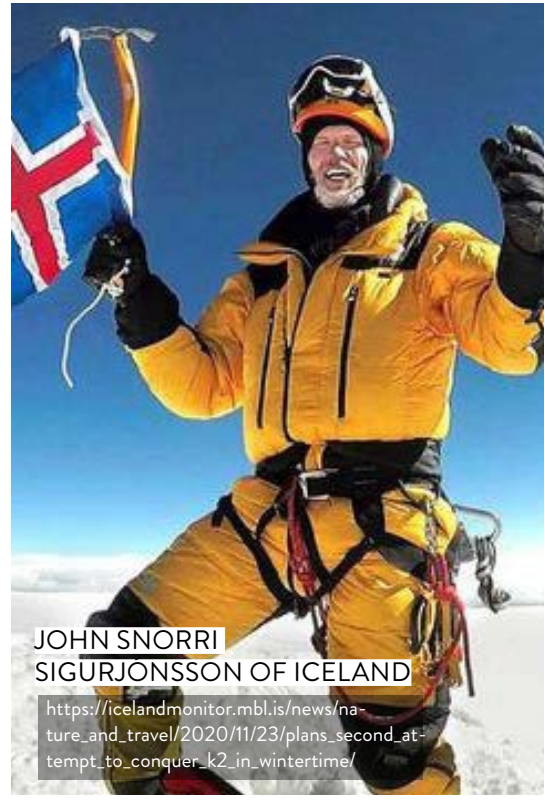
The couple's announcement came with a black-and-white photo of them smiling joyfully at each other while seated outside in the grass, with Meghan having a visible baby bump.

A Buckingham palace spokesperson reported that Queen Elizabeth, Prince Philip, Prince Charles and the entire royal family is "delighted" and wishes them well.

In December, Harry and Meghan released a family Christmas card featuring Archie in his first public image in months.

The couple announced in November that Meghan suffered a miscarriage over the summer.

Harry and Meghan stepped back from their roles as members of the British royal family at the beginning of last year and relocated to Santa Barbara, California, in July. ■



JOHN SNORRI SIGURJÓNSSON OF ICELAND

https://icelandmonitor.mbl.is/news/nature_and_travel/2020/11/23/plans_second_attempt_to_conquer_k2_in_wintertime/



ALI SAPARA

<https://www.dreamwanderlust.com/articles/interview-muhammad-ali-sadpara-maestro-of-the-killer-mountain-20191105>

02



JUAN PABLO MOHR PRIETO

<https://www.adventure-journal.com/2021/02/on-winter-k2-the-search-for-missing-climbers-comes-to-reluctant-end/>

THE ANNOUNCEMENT was made by Sajid Sadpara, son of Ali Sadpara, at a news conference at the end of a two-week-long search operation by Pakistani military – arguably one of the longest in the history of mountaineering.

The three mountaineers went missing on K2 on 5th of February while attempting an unprecedented winter climb without extra oxygen.

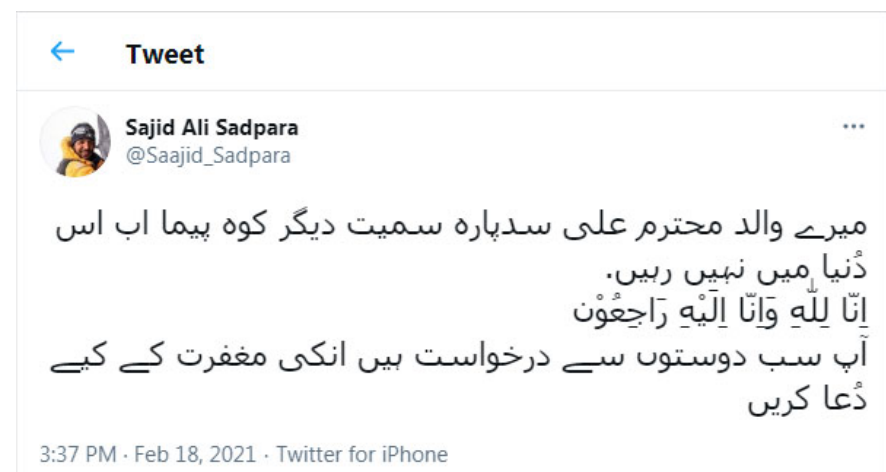
The trio was last seen near Bottleneck – the most treacherous part of K2 – by Sajid Sadpara, who was also part of the expedition but had to give up after his oxygen regulator malfunctioned.

“K2 has embraced my father forever,” Sajid told the press. “To all the climbers who appreciate Ali Sadpara’s achievements and look up to him, I promise that I will carry on his

dreams and missions and will continue to walk in his footsteps.”

He thanked the government and the military for the rescue operation in highly hostile weather. He also thanked the Pakistani nation for their love and support and their prayers for the safety of the missing climbers.

Later taking to Twitter, Sajid said, “My father Ali Sadpara and other climbers are no more in this world. “To God we all belong, and to Him we shall return.” He also requested everyone to pray for his father’s forgiveness in the hereafter. ■



3:37 PM · Feb 18, 2021 · Twitter for iPhone

Muhammad Ali Sadpara of Pakistan, John Snorri Sigurjónsson of Iceland and Juan Pablo Mohr Prieto of Chile declared dead

The search for three missing mountaineers – including Pakistan’s star climber Muhammad Ali Sadpara – was officially called off recently declaring that they have died on the world’s second highest peak.

03



<https://amt.parsons.edu/finearts/lectures/salman-toor/>



Rooftop Party with Ghosts

SALMAN TOOR MAKES IT TO TIME100 NEXT LIST

Pakistani-born American artist Salman Toor has been featured in the TIME100 Next list.

THE ARTIST TOOK to Instagram and expressed gratitude for the honour.

“Super excited to be included in TIME100 Next 2021 among emerging leaders who are shaping the future,” he wrote.

The publication lauded Toor’s brilliance and penned, “Toor, who was born in Lahore, Pakistan, and lives in New York City, has made his career subverting the styles of old paintings by centering openly queer men of South Asian descent in an attempt to, as he says in the audio guide for The Star, “play with the idea” of societal norms.”

It further added, “Now more people than ever are paying attention: the artist recently secured his first solo show at the Whitney Museum of American Art in New

York City, which will be on display through April 2021.”

Toor recently made headlines when he sold his painting in the United States at a staggering \$822,000, probably the highest ever for a Pakistani artist. Toor’s painting was sold at Christie’s post-war and contemporary art sale at the said price against an estimate of \$100,000-150,000 on December 3, 2021. Measuring at 46.5 inches by 66 inches, the oil on canvas painting was created by the artist in 2015. ■



04

Rihanna will pause Fenty fashion venture to focus on cosmetics

Louis Vuitton owner LVMH and music star Rihanna have agreed to suspend her fashion line Fenty less than two years after its launch.

THE R&B singer and LVMH launched the Fenty fashion brand in May 2019, only the second time the French group had set a label up from scratch as it looked to tap soaring demand for luxury celebrity collaborations.

LVMH did not elaborate on the reasons for hitting the pause button but after a big launch and debut collection, the brand kept a low profile and never followed up with major marketing events, even before the COVID-19 crisis.

Asked about the fashion venture during the group's third-quarter earnings call last October, LVMH's finance chief Jean-Jacques Guiony called it "a work in progress": "We are still in a launching phase, and we have to figure out exactly what is the right offer. It's not something that is easy." ■



05

WANTED MY FIRST PRODUCTION TO BE ON PAKISTANI PLATFORM" SAYS MAHIRA KHAN

Mahira Khan seems to be ready to wear the producer's hat. She has done a tremendous job living up to some of her hit roles, including one alongside Shahrukh Khan.

THE 36-YEAR-OLD star, who announced the establishment of her own production house titled Soul Fry Films on February 1, recently opened up about her debut production Baarwan Khiladi for which she is partnering with Nina Kashif from Tapmad, a local streaming platform.

Talking to the media about dipping her toes into production, Khan said, "I've always been inclined to getting behind the camera, always wanted to direct or produce."

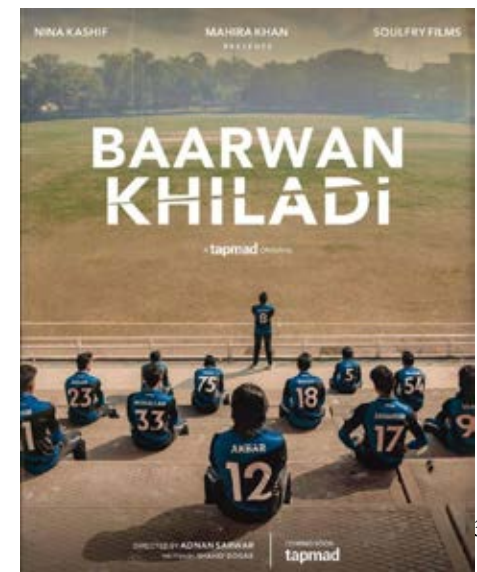
"It's very small at the moment. I want to get my hands dirty with smaller projects first, make stories that get me excited," she added.

When asked why she opted for

Tapmad to stream her debut web series instead of platforms like ZEE5 and Amazon Prime, Khan questioned, "Why not Tapmad?"

"I wanted my first to be on a Pakistani platform. I would love to produce for Zee or Amazon or Netflix, but I also feel we need to empower our local OTT platforms. Hopefully, this will start a trend of local content being made for local online platforms," she explained.

According to Khan's description, Baarwan Khiladi is a coming of age story [...] about friendships, relationships, unity, failure, success, love, and courage." ■





Glimpse into Dia Mirza's unconventional wedding

Dia Mirza tied the knot with Vibhav Rekhi in an intimate wedding in Mumbai last week.

THE STAR, who's been a strong voice when it comes to sustainability and environmental issues, incorporated some brilliant and progressive practices into her ceremony, from using only biodegradable materials for the decor to having a priestess perform the rituals.

"The garden where I have spent every morning for the past 19 years was an absolutely magical setting and the most intimate and perfect



space for our simple and soulful ceremony!" she began, as quoted by the media.

"We are so proud to have been able to organise a completely sustainable ceremony without plastics or any waste. The materials used for the minimal decor we went for were completely biodegradable and natural."

Speaking of the priestess conducting the wedding, Mirza added, "The highest point for us was the Vedic ceremony conducted by a woman priest! I had never seen a woman performing a wedding ceremony until I attended my childhood friend Ananya's wedding a few years ago. Ananya's wedding gift to us was to bring Sheela Atta, who is her aunt and also a priestess, to perform the ceremony."

According to Mirza, she also "painstakingly went through several



06

hours of training to imbibe the essence of the scriptures so that she could assist Sheela Atta and translate the shlokas!" She concluded by saying, "It was such a privilege and a joy to be married this way! We do hope with all our heart that many more couples make this choice."

As per other reports, Mirza and Rekhi also agreed to scrap the Kanyaadan and Bidaai from their nuptials to bring about some change in the long-living tradition of giving away the bride to the husband and his family. ■

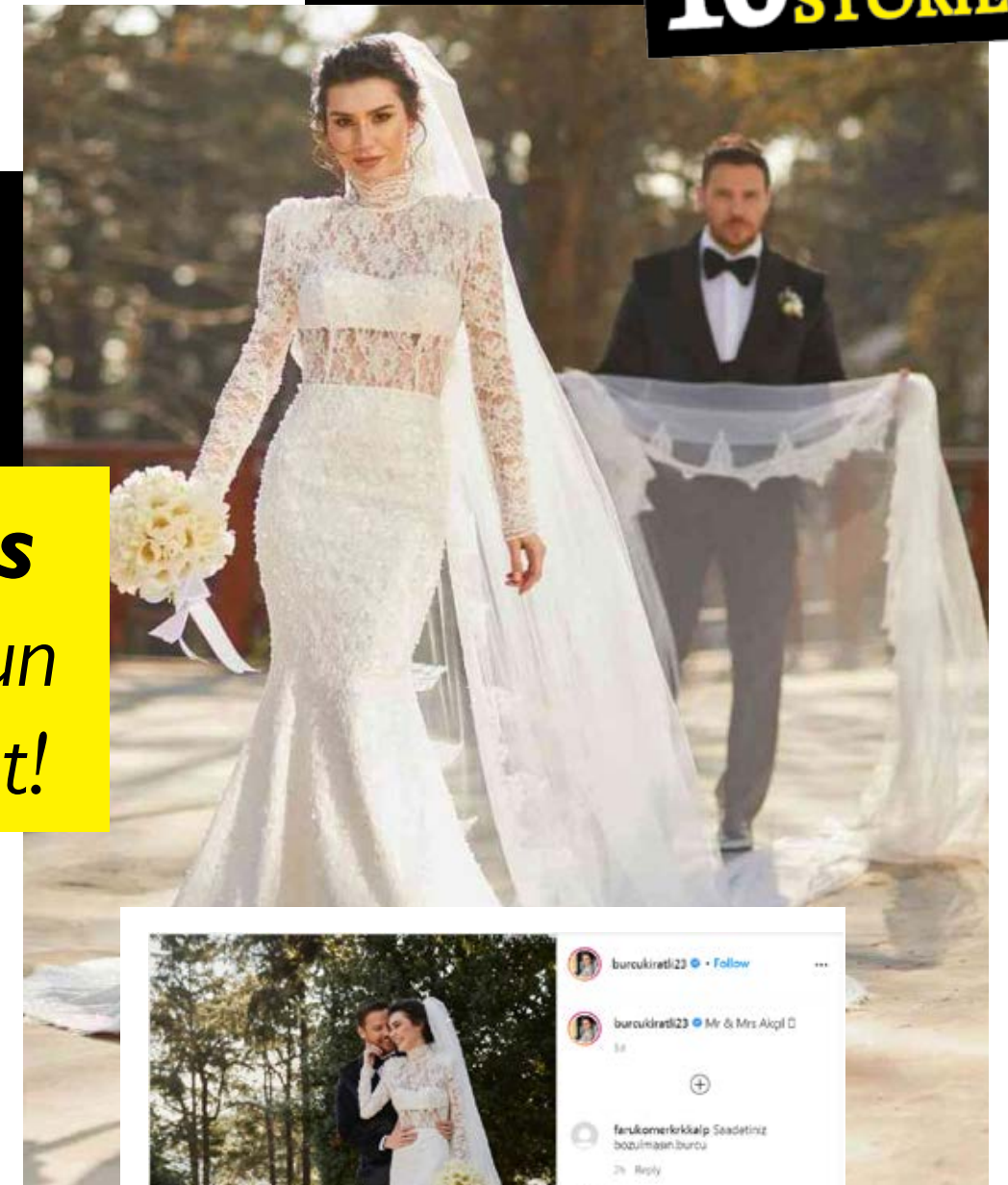
07

Ertugrul's Gokce Hatun ties the knot!

Burcu Kiratlı, also known as Gokce Hatun from the hit series *Diriliş: Ertuğrul* surprised fans by revealing her wedding pictures.

The actor tied the knot in an intimate ceremony in Istanbul with a Turkish singer named Sinan Akçıl. Taking to social media, the couple shared multiple pictures from their wedding.

Burcu Kiratli captioned the post as, "Mr & Mrs Akçıl". Donned an all-white gown with a messy hair bun and subtle makeup, Gokce Hatun looked beaut, and her partner complimented the actress wearing an all-black formal suit. ■



08



1993-2021

Daft Punk split after 28 years

French electronic music band Daft Punk has announced they are splitting up, ending a 28-year collaboration that spawned dance hits including *Around the World* and *One More Time*.

THE GROUP, known for performing while dressed as robots in metallic helmets, posted a video on YouTube entitled *Epilogue*, with an image that flashed on screen bearing the dates 1993-2021. Daft Punk was a duo of Thomas Bangalter and Guy-Manuel de Homem-Christo from France who met at school in Paris. They emerged as a major mainstream international act when their song *Harder Better Faster*

Stronger was nominated for the best dance recording Grammy award in the year 2008. Their biggest success was with the album *Random Access Memories*. It was named album of the year at the 2013 Grammy awards and the hit single from the album, *Get Lucky*, featuring US performer Pharrell Williams, won the Grammy for record of the year.



RECENTLY, THE couple attended Shahbaz's sister's wedding and pictures from the events went viral on social media. Sharing a photo with his parents, the actor penned a note for the special people in his life. His caption evidently hinted at Aima but he did not specifically name her. "Two out of four pieces of my heart. One's off-camera, busy getting married. And the other. Well, I'll leave that to your imagination," Shahbaz wrote.

Aima has uploaded a few images of her and Shahbaz on the latter's birthday, coupled with the sweetest note. "There's so much to say but honestly, I can't find the right words to show all these memories we have built together," Aima began. "Still thinking if it is cringy to write too much but in all honesty, there aren't enough words to describe the type of person you are."

She added, "I have known you for quite a while now, and surprisingly I still can't think of a single drab moment with you. Who needs Comedy Central when they have you in their life. I sort of dig all your dad jokes now and damn, that jukebox of rejected Bollywood and Lollywood songs that keeps playing in your head."

Aima continued, "Never met a fellow more mellow than you, also let's reveal you're true talent to the world today "that Aussie accent imitation with a hint of British" is definitely an inspiring emulation. Thank you for turning me into a better person Shigri, and hats off to you for coming up with a person like me. Lucky to have you." She concluded the note by conveying her best wishes to Shahbaz.

The couple went public with their relationship after Aima's appearance on Nida Yasir's morning show.

Responding to reports of their romance back then, she had said, "The rumours that have been abuzz, I can only say that they are true. We

09



LUCKY TO HAVE YOU
Aima Baig's love note to Shahbaz Shigri

vibe really well."

When Nida asked about the first time the two met, Aima revealed it was when she went in to record a song for Shahbaz's film, *Parey Hut Love*. "He's so comfortable to be around, he makes everyone very comfortable around him. That's just the kind of vibe he gives off. He's very mellow. I've never seen him fight anyone. Even in an argument, he's very sensible. I really look up to these qualities," she said previously.

Aima is currently dating actor beau, Shahbaz Shigri, and the two have been quite open about their romance.





10

ZARA NAEEM BEATS OVER 50,000 STUDENTS, TOPS GLOBAL ACCOUNTANCY EXAMS


Pakistani student Zara Naeem Dar has earned an honour for Pakistan by scoring the highest marks in the world in the global professional accountancy exams conducted by the Association of Chartered Certified Accountants (ACCA).

← Tweet

 **Government of Pakistan** @GovtofPakistan

A very proud moment for Pakistan as Zara Naeem has been declared the global prizewinner for scoring the highest marks in ACCA.

← Tweet

 **Ali Zafar** @AliZafarsays

BeShak. Great feat. Education and knowledge is key to all development, advancement and evolution and those who break barriers in the domain are the real champions.

THE ACCA qualification is considered the gold standard in accountancy; 527,000 students from 179 countries took part in the exam. With the achievement in this exam, conducted in December 2020, Zara won an important award for Pakistan.

Zara Naeem, a resident of Lahore, thanked the nation for this encouragement and appreciation. She especially thanked her father for her success, the education, training, and encouragement she provided.

The ACCA Pakistan congratulated

her on her achievement in an official tweet and said, "Pakistani students continue to make proud by impressing the world with their excellent exam performance in the global professional accountancy exams conducted by ACCA."

The Government of Pakistan official also commended her in an official tweet and said, "A very proud moment for Pakistan as Zara Naeem has been declared the global prizewinner for scoring the highest marks in ACCA." ■

Hair and makeup Shaneeq Bridal
Jewellery Rangposh
Gowns Laseniora Bridal
Photography James Rudland
Retouching Kasum Shaffi

Beauty Meets The Eye

We have the beautiful
Aneesa Sharif don the
ideal look of a
contemporary bride
created by **Shaneeq Bridal**







TÊTE-À-TÊTE WITH ANEESA SHARIF

On the sets of our cover shoot we sat down with our beautiful and uber talented cover star and got to know a little more about her!

Grazia: Tell us something about you that not a lot of people know. Who really is Aneesa Sharif?

Aneesa Sharif: I am one of eight siblings so there never really is a dull moment in the Sharif household. I am Aneesa Sharif, a daughter, a sister, a successful international model, an entrepreneur and a content creator. I am an individual who is very much at peace with what I have achieved and I am truly very grateful for all that I have.

Grazia: How is a day in the life of Aneesa Sharif? Morning through night - can you take us through it?

Aneesa Sharif: All I can really say is that no two days are ever the same in my life. My day usually starts off with making a fresh celery juice I then move on to doing a fasted cardio workout. I could have days where I have a nice healthy breakfast and head out for shoot. The days that I am not modeling, I go to my clinics and manage all the accounts. Since there are many hats that I wear, each day is very different from the one that has passed.

Grazia: What is your most prized possession?

Aneesa Sharif: My most prized possession is my family

Grazia: Tell us what you have taken with you from the year 2020?

Aneesa Sharif: Life is a ticking time bomb, you just don't know when it's going to go off.

The year 2020 taught me to live more in the moment, it taught me to make quality time for family and friends and appreciate all my blessings. I definitely learned to avoid taking unnecessary stress on to my self and focusing on being happy and healthy.

Grazia: What advice would you like to give to those aspiring to join the field of fashion and modeling?

Aneesa Sharif: Never give up, but be prepared to work extremely hard, and take the knock backs as positive kicks because something bigger and better will definitely be waiting for you once it is all over. I would like to tell all those aspiring to become a part of this field, to remain motivated and work towards their passion wholeheartedly.

Grazia: How did the The L'AMOUR Clinic come about? Was it a passion project? Was it something you always had in mind?

Aneesa Sharif: It was something that my sister and I always inspired to have, we were just waiting for the right moment and here we are now, in 4 different locations, all in just a matter of one year.

Grazia: How is life like on the go? You tend to travel a lot for work, how do you manage to stick to a fitness routine? Can you give some fitness tips to our readers?

Aneesa Sharif: My advice is never give up because you will get there eventually. I am a very active person both physically and mentally. Fitness routine, to me, does not necessarily mean that I have to be in the gym.



I believe swimming and running, for instance, also help to maintain my fitness routine, so I tend to mix things up when I am traveling and do what works for me the best at that point. My best advice to everyone reading is to make it all fun, if possible find a fitness buddy, and most importantly know the targets you want to work on. You must always set goals and work towards them.

Grazia: What is your beauty routine? You have beautiful skin, can you tell us some tips and tricks to look after our skin?

Aneesa Sharif: I love skincare! I exfoliate once a week and I am sure to use a hydrating eye cream every single day. Spa plays a very important role in my life and I go for regular facials once a month. P.S. I am sure to never sleep with makeup on! ■

On Our Radar

Let's get to know the uber talented Shaneeq of Shaneeq Bridal



Grazia: How did you discover your love for makeup?

Shaneeq: Makeup was always a hobby of mine, and then it turned into a growing business. My background is law, so makeup is definitely a massive contrast. It was more about my passion for the arts - and from a practical perspective to work for myself, on my own terms.

Grazia: How and why did you come up with the concept of this month's cover?

Shaneeq: It was great to be given the freedom to design and execute the concept. I wanted February's cover to symbolise a sense of innocence, a new beginning. With so much going on in the world right now - the global pandemic has shown us how our basic freedoms have been compromised and where we are being reminded daily



of our mortality yet at the same time we remain optimistic for the future. I wanted February's cover to depict that optimism. A strong yet simple global message - that the end is in sight and that a new beginning is on the horizon inshaAllah. I fell in love with the idea of conveying that message through makeup, expression and a striking yet very simple colour palette. It needed to be edgy, of course. I hope I have done it justice!

Grazia: What was the mood board for the hair and makeup?

Shaneeq: To sum it up in words - clean, sleek, glass skin, warm earth tones, edgy and contemporary.

Grazia: How do you keep up with evolving makeup trends?

Shaneeq: I love keeping up with trends via social media. There is so much amazing content available on Youtube and Instagram, it is incredible.

Grazia: What is your favourite makeup trend so far?

Shaneeq: Glass skin

Grazia: Name us your top 3 makeup products.

Shaneeq: Huda Beauty legit lashes mascara, Tom Ford lip gloss in Aura and Ambient Lighting blush by Hourglass cosmetics.

Grazia: What tips would you like to give to aspiring makeup artists?

Shaneeq: Master your skill and believe in yourself. Be prepared to work really hard and always keep your feet firmly on the ground. Most importantly, be grateful.

Grazia: Did you go to a makeup school or are you self taught?

Shaneeq: Totally self taught

Grazia: How do you prepare yourself for a shoot?

Shaneeq: Shoots are most certainly a test of physical strength and patience. I have worked on shoots that are 10-12 hours long. The passion in your work has got to be there to keep you going, that is the real preparation.

Grazia: What do you like most about being a makeup artist?

Shaneeq: The versatility of it all - catering the look for the client and being trusted by so many clients.

Grazia: After working on so many brides, what is that one bridal look you absolutely LOVE?

Shaneeq: Traditional, timeless and classic with a touch of glass skin and flattering eye makeup.

Grazia: One celebrity you want to work your magic on?

Shaneeq: Mahira Khan

BACK ON THE STREETS

With life getting back to the normal for most across the world it is time to figure out the best new street style wear for the season

1

BALENCIAGA
Printed cotton-jersey
T-shirt
PKR 88,031
www.balenciaga.com

2

STELLA MCCARTNEY
Stella Logo Shoulder Bag
PKR 87,230
www.stellamccartney.com

3

ISABEL MARANT
ÉTOILE
Faxonli checked
wool-blend jacket
PKR 89,631
www.isabelmarant.com

4

ZARA
Topstitched cropped blazer
PKR 11,000
www.zara.com

5

ZARA
Ruched mini skirt
PKR 6,242
www.zara.com

6

FRAME
Le Slouch distressed
boyfriend jeans
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www.frame.com

9

JIMMY CHOO
Maelie 70 leather sandals
PKR 95,222
www.jimmychoo.com

8

JACQUEMUS
Foglio off-the-shoulder
gathered linen-blend mini dress
PKR 85,670
www.jacquemus.com

7

GOLDEN GOOSE
Slide sneakers with
white and pink upper
PKR 84,380
www.goldengoose.com

10

JACQUEMUS
Sauge woven
wide-leg pants
PKR 112,007
www.jacquemus.com





KENDALL JENNER

GANGSTA GRANDEUR

The hottest new jewellery trends on the scene are these hammered and chained pieces to get your chic on

NOHO
Tuscany necklace
PKR 1,900.00
www.noho.com.pk

BUCCELLATI
Prestigi sterling silver cuff
PKR 144,648
www.buccellati.com

MANGO
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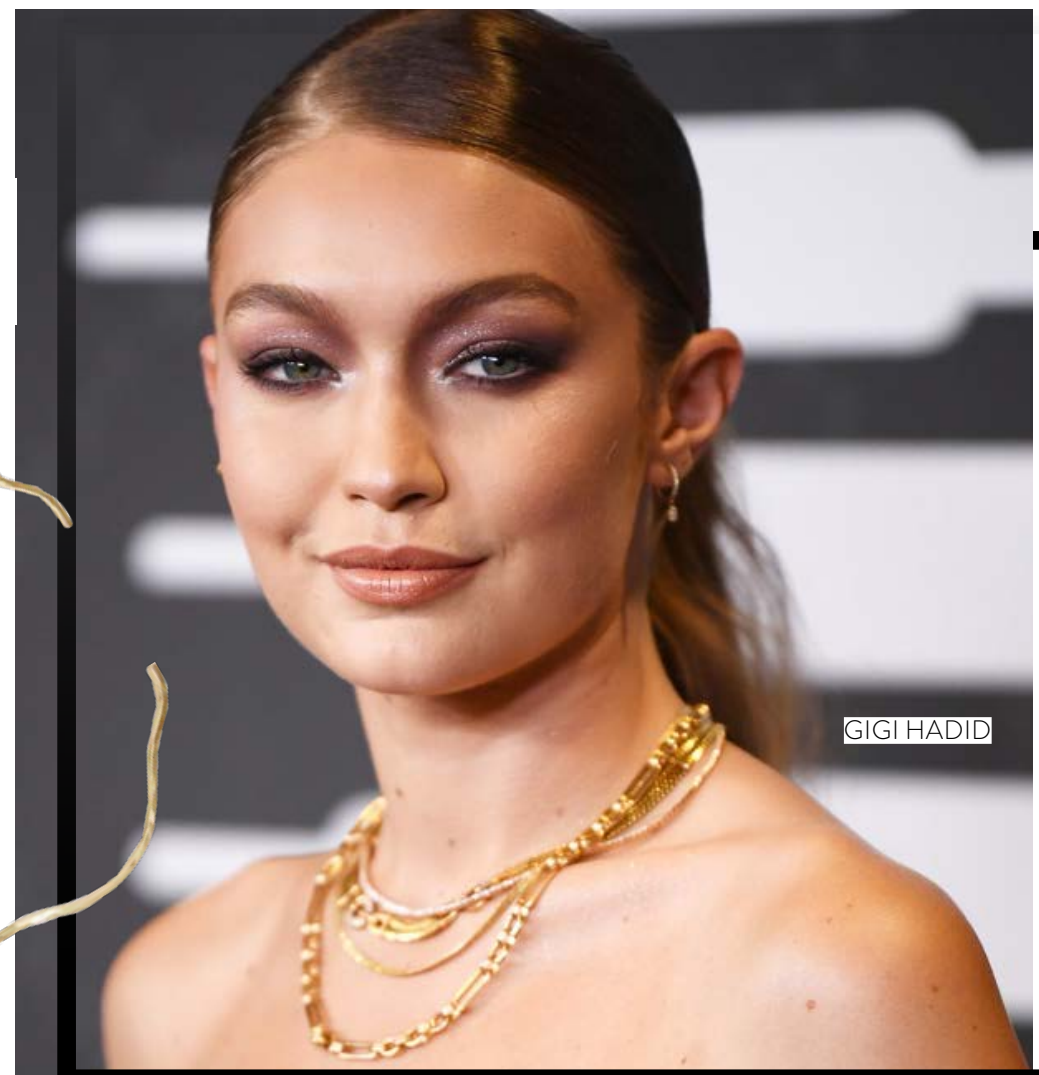
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MANGO
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GIGI HADID

THE BOLD TYPE

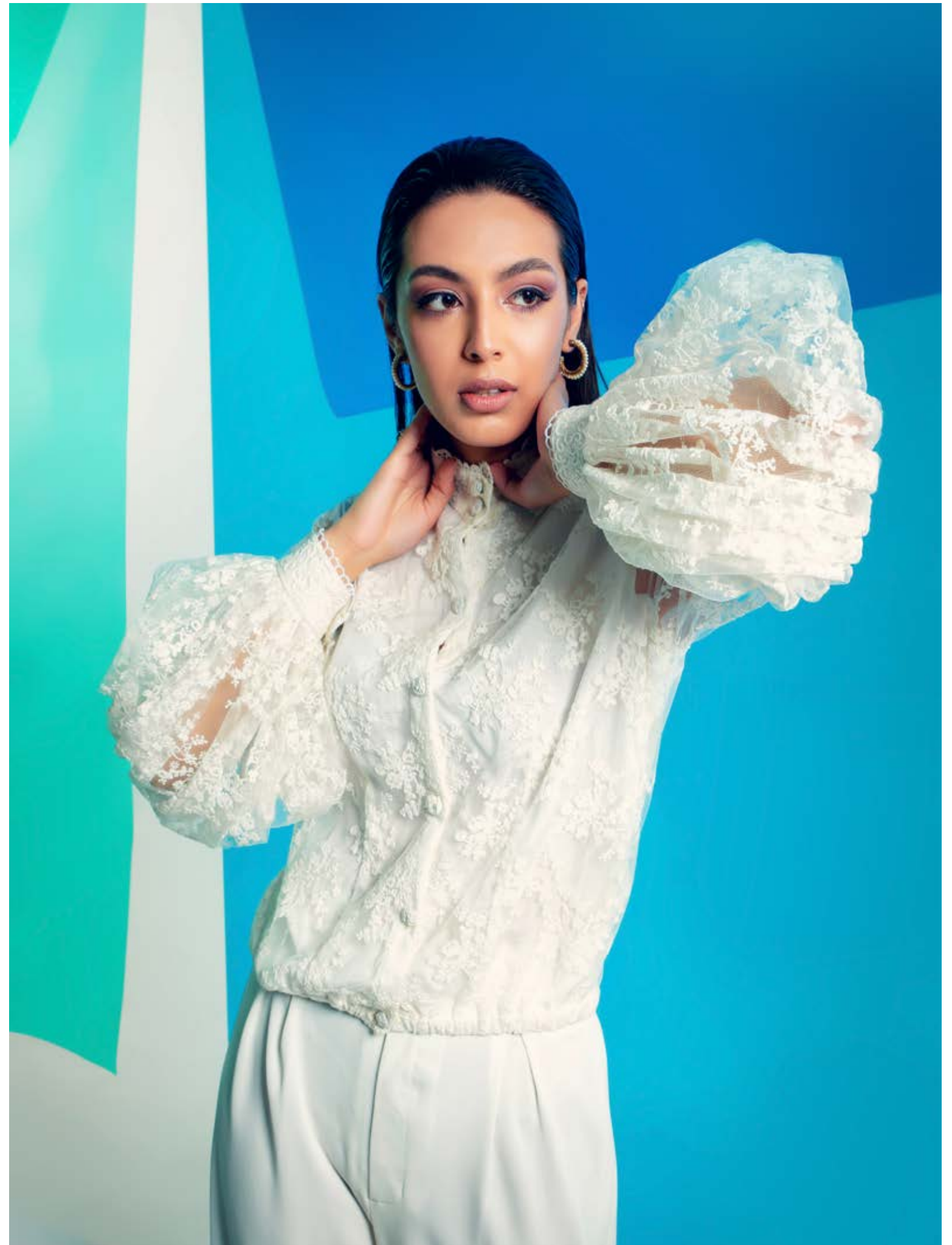
Stroked in neon hues, explore the perfect outfits in bold tones for a night out this season

MODEL SASHA RAJA **STYLIST** SAAD SAROSH **PHOTOGRAPHER** MUHAMMAD HARIS
HAIR AND MAKEUP MANAL GARIB **WARDROBE** ZEPHYR LOUNGEWEAR
JEWELLERY SUNDUS TALPUR

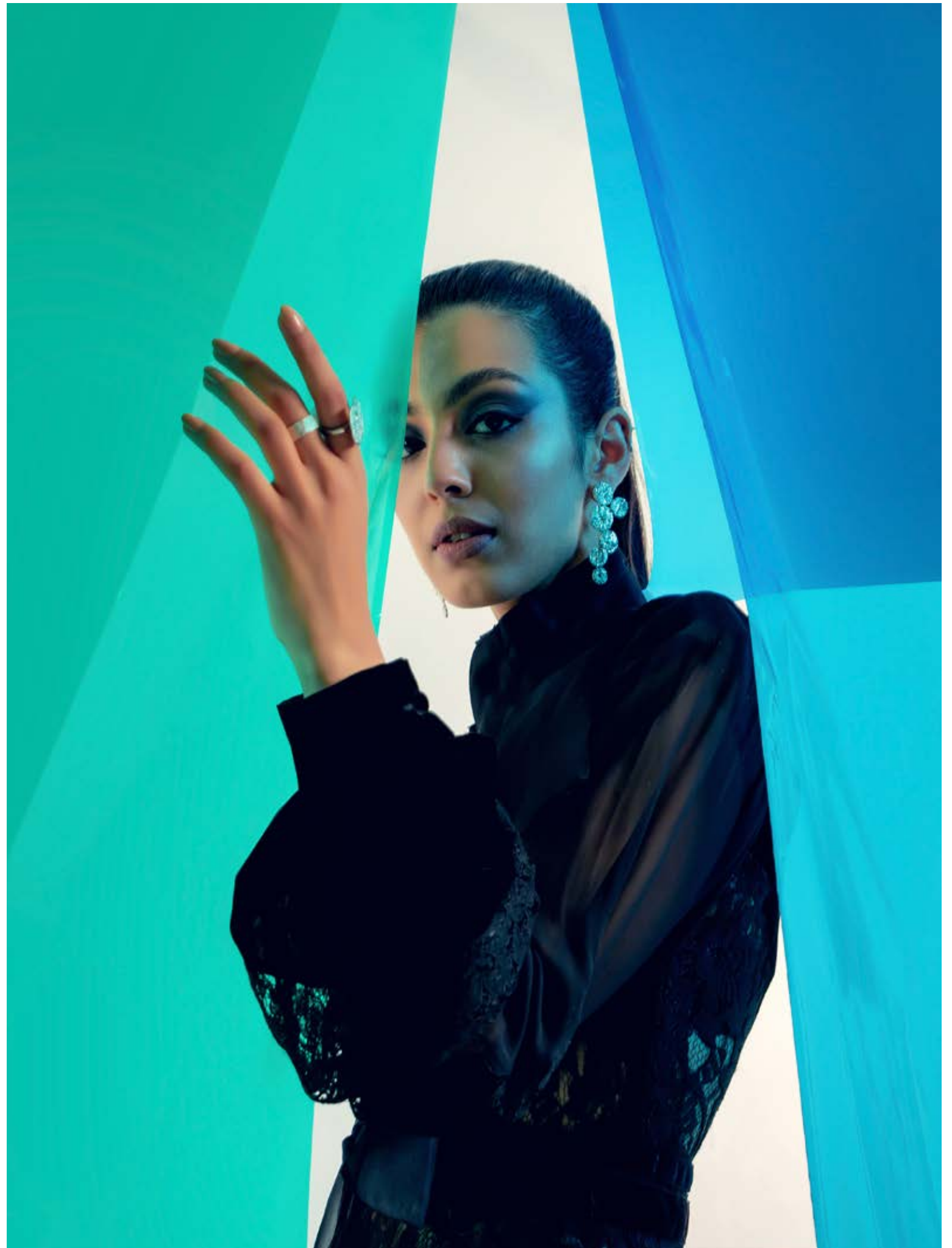








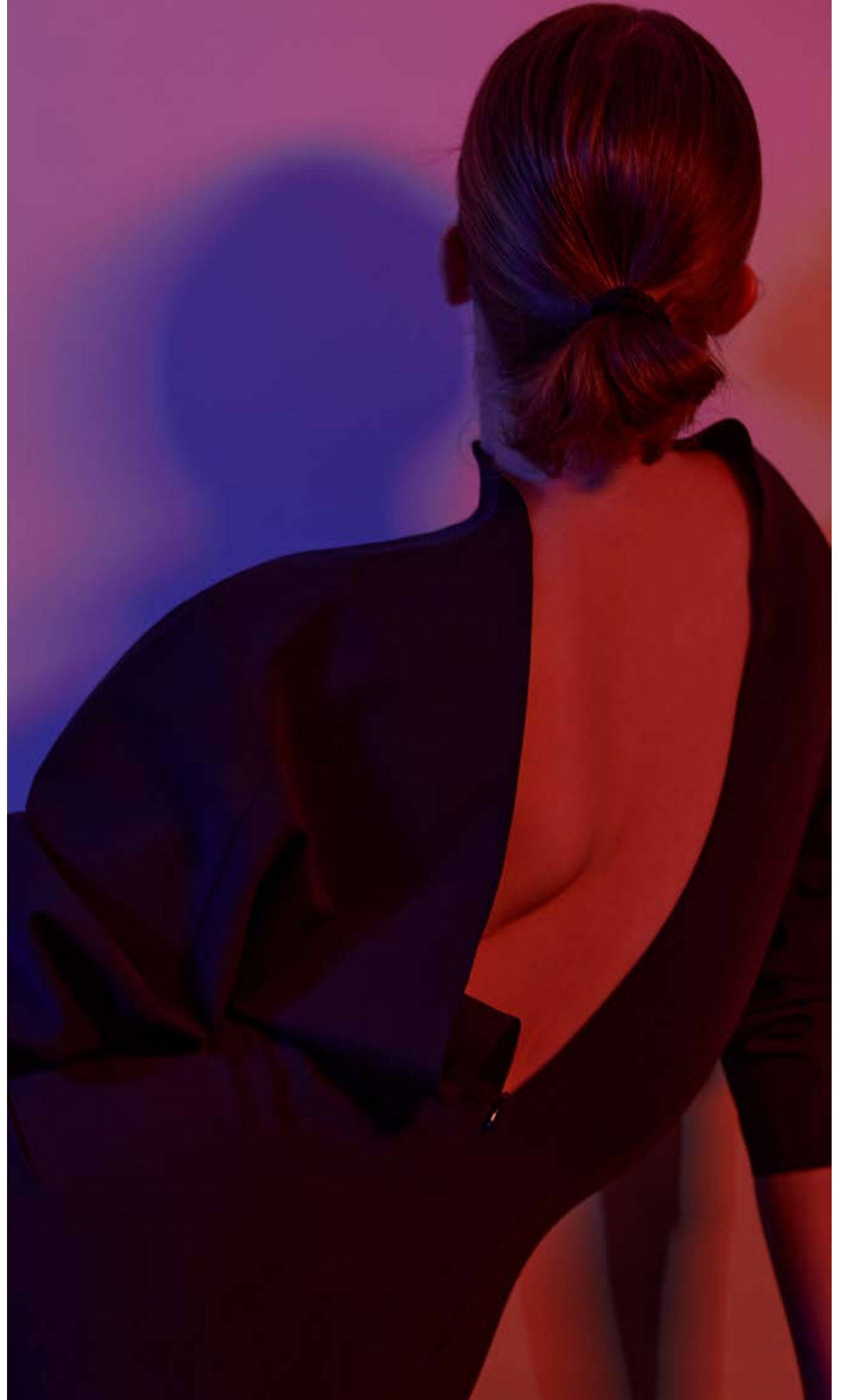




A woman is shown in a dynamic, low-angle pose against a blue background. She is wearing a highly reflective, metallic gold jacket with a high collar and long sleeves. Her right arm is raised, and her head is tilted back. She is also wearing dark, possibly black, pants. The lighting is dramatic, highlighting the texture and sheen of the jacket.

SAINTE

A brand founded to bring luxury fashion design ideas into life and give everyone the freedom of having whatever they want without a second thought.



BRIDAL COUTURE WEEK

IS PAKISTANI FASHION ON THE VERGE OF ITS VERY OWN PANDEMIC?

When it comes to Pakistani fashion, after a point we all just become accustomed to the idea of seeing the bad more than the good in the name of fashion but what I have seen this past weekend has in fact set a much worse and worrisome standard.



While medical experts around the world are developing vaccines to battle one pandemic, it might also well be the time for our fashion gurus to put their heads together and rethink where this industry is headed because if the recently concluded Bridal Couture Week is any indication, we might just find ourselves in a 'fashion-pandemic.'

Fittings, and other Faux-pas:

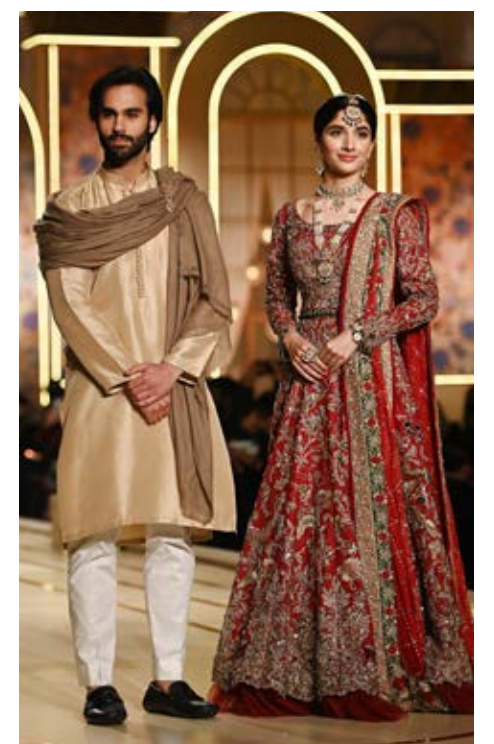
Probably the biggest blunder that could be witnessed right from the very first collection of the first day and continued onto many other shows was the bad fittings or rather it seemed the designers were just unbothered to make their outfits look even decent. To be fair there were no extensive fittings allowed during the show owing to the coronavirus SOPs but the designers had been provided measurements of all models and had ample time to make alterations before the big show.

The fact that it wasn't just one or two outfits that were badly fitted but many collections on especially the first day suffered from the very same really makes you wonder if the designers were even prepared for the showcase. Similarly, another major problem with the collections was the tailoring. Somehow the outfits didn't seem to even be well structured or stitched let alone the design itself. Balloon sleeves were somehow 'deflated' while frills and fringes which in some outfits seemed forced and just looked shabby given their substandard finishing. Moreover, the painful repetition of colours and designs also didn't help any of the designers as after a point you

just start feeling as if you had seen the same outfits at least twice before. Why has it become so difficult to try out different combinations and techniques when making clothes especially for a fashion week where there are millions watching. Pastel bridals, steel grey, peach, mustard and pink seemed to have been the favourite of most designers along with the traditional red — which of course no desi wedding is complete without.

Celebrities — Are they really THE showstoppers?

With the rising trend of 'bahus' and 'betis' crying buckets on primetime slots, we have seen a major boom in the trend of celebrity showstoppers taking over the runway. While internationally the showstopper is supposed to be wearing the best piece of the collection, at the BCW that honestly didn't seem to be the case as in many collections one could sense that a better piece was worn by a model who walked the runway before the celebrity while the celeb was in fact given an outfit that maybe was easier for them to carry. Then again given how we have seen many of these celebrity showstoppers struggle on the ramp with them lifting up their lehengas and marching down the ramp as if in a parade, it really does make sense for designers to give them the second best or the easier outfit to carry as the sole aim of having them walk for the show seems to be to hog social media attention and promote the brand rather than showcase the best outfit.





Or maybe the celebrity showstoppers were in fact wearing the best outfit of the collection? If that's so then I'd like to believe what I have said above. Building off a point discussed above, we have of course seen celebrities not being able to carry their outfits well — be it heavy bridal numbers or even a gown, a lot of them just simply struggle to walk and at most times are seen lifting their lehengas up and running down the runway sometimes

even ditching stilettos for joggers under a bridal number — which is simply agonizing to watch!! While choreographers and designers of course don't seem to mind so, I really do wonder if they'd be as 'accommodating and forgiving' if a model commits a similar act.

Decoding the Debuts

As much as I appreciate the platform giving room to new and upcoming

designers to showcase their collections at such a massive stage, I also cannot ignore the fact that most of these collections were downright unflattering and dare I say 'bad'. It seemed as if the showrunners had at this point just let anyone who could pay up the entry fee display their collection without any quality check which is also disappointing given that BCW was celebrating its 10th anniversary this year — with that in

mind you expect a certain standard out of the show and outfits showcased. Out of these debutants, there was one designer who is infamous for unabashedly making and selling 'inspired' designs, and as expected the said person not only ended up feeling a bit too 'inspired' by the works of others but even ended up replicating another designer's similar concept for his show. A morning show sweetheart and famous beautician also made his

fashion week debut with an army of celebrity showstoppers wearing the most atrocious pieces of garment one could ever imagine seeing. And if the gaudy and garish outfits weren't enough, the bright and loud hair and makeup of the showstoppers could very well remind you of a 90s' horror movie. While the rest of the collections weren't as bad they were also not very outstanding. These designers seemed

to have watched the market closely, they knew they had paid for showcasing and only wanted to tap into their market further. The criticism here is definitely not to write-off any designer and even though we end up blaming the designers for producing unappealing clothes, it is the responsibility of fashion week organisers to set a certain criteria and ensure a thorough quality check so at least the show doesn't become a mockery.

And Then All That Was Good

While there were some of the most horrendous outfits displayed over the three days there were also a few collections that appeared as a light at the end of a tunnel. However, even the best collections had their share of flaws and it was more of a case of being the figure among cyphers. Starting with Fahad Hussayn whose collection although suffered a fittings fiasco still managed to dish out a few memorable pieces such as the opening number on Sabeeka, a yellow

ensemble on Nimra and black outfits on Maha and Walid along with the printed rust shawl on Abeer. Haris Shakeel was surely a surprise package with his sense of colours and print. Especially I found his shalwar suits vibrant and wearable, that said I do hope he works on his tailoring, finishing and of course fittings. Naushad Imdad also had me impressed with his smartly curated collections featuring pieces that not only will sell but also were pleasing to watch. Of course it wasn't a perfect collection

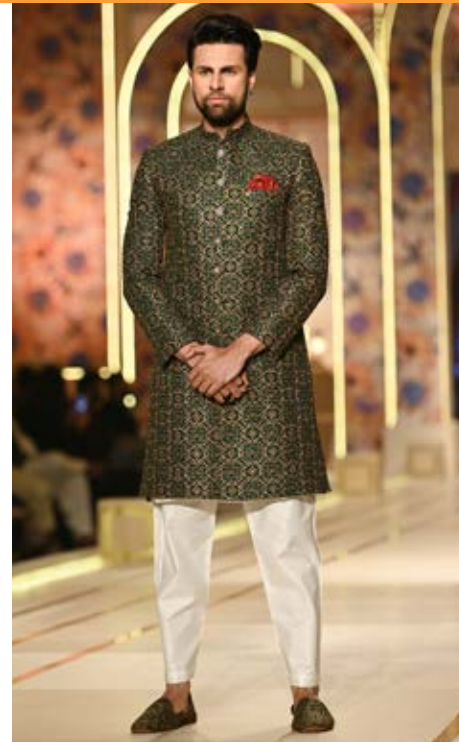
but definitely among the best. Munib Nawaz was the last designer to showcase on Day 1 and the collection had some very interesting pieces such as a neon green sherwani, asymmetrical jacket over kurta pajama, the black ensemble on Munsif as for the womenswear the white and gold outfit on Farwa is a winner for me. The only thing anyone remembers from Day 2 is the ostentatious outfits by a certain designer. But designers like Uzma Baber somehow managed to restore my faith in fashion. I

particularly admired the certain elegance her ensemble carried and a clear favourite for me was the ensemble on Aneesa and how graceful it looked. Ali Xeeshan presented his collection titled 'Numaish and his outfits were without a doubt worthy of exhibition. My personal favourites were the sherwanis paired with banarsi shawls on Aimal, Imi, Walid and Munsif along with the showstopper red bridal on Roshanay. Another collection that stood out was

by Ahsan's Menswear as I liked the fabric, tailoring and the use of solid colours. Jeremyn Street that also was a debutant at BCW showed everyone that with attention to detail, the right styling and an eye for fashion you can score a winning collection even in your very first fashion week outing. The sherwanis, the suits and the kurtas all were elegantly tailored and did not seem shabby; there were however one or two pieces that seemed off but that can be let go. The maroon shawl and

gold sherwani on Guzel, an orange ensemble on Imi and the red sherwani on Munsif get double thumbs up. Last but not the least is Zaha Couture with as always a truly remarkable and flawless collection with not a single piece out of place. The showstopper bridal although was beautiful but the one outfit that still has me gawking on it was the blue ensemble on Abeer and what a marvellous piece of clothing it is — true craftsmanship.





It's all about the Market

Although one might argue that the collections displayed by designers and allowed to be showcased at fashion weeks mirror the demand of their respective market niches but does that really justify the fact that year after year we are forced to sit through hours watching clothes that seemed to have been made without any thought process. While the fashion industry at the end of the day is a business as brands and designers do need to make sales to keep themselves afloat and 5-star

reviews can definitely not help them pay rents and salaries but must we suffer from the most atrocious of fashion each season. Similarly, another theory floated as the industry tries to recoup and make sense out of the recent fashion week argues strongly about the impact of TV and celebrities on consumerism and the overall understanding of trends of the common buyer. There's also a perception of the local market still not having been exposed to the finer fashion given rising inflation

and poverty which makes sense as well while the elite can't stop gushing about Gucci and Chanel, and then Bunto Kazmi and Shehla Chatoor, there's also a lower and middle-class class that also needs to be catered to. This very segment makes up for a huge chunk of the purchasing power especially during the wedding season but all they want is to look good in of course for less hence designers also feel compelled to supply the 'less finer' of their works and shift their focus on churning out more pieces than creating exceptional wedding wear.

It's all business when it comes to the bridal market, the after effects of which we are seeing at these fashion weeks when the sole aim of many designers is to attract more clients rather than produce aesthetically pleasing outfits.

Criticism or Bullying?

Concluding the article which by now may have offended at least a dozen people, it is important to address this growing sentiment where it is believed that critics' feedback particularly on debut designers has been harsh and

deemed unnecessary. Such comments have also been equated to bullying. But as we know the fashion industry is as cutthroat as it comes and a designer is as good as his/her last collection. With social media having allowed everyone to form and express their opinion it's rather naïve to expect any sort of compassion and nurturing for an unworthy collection. *Zaha Couture – a collection that is being praised because IT IS praiseworthy!!* For a designer who's easily offended by

negative press, should opt to present their collection for a select audience but when you enter the big leagues you should come prepared to either be praised or panned. And to expect fashion critics and analysts to let go only because it's the designer's debut is unfair to the person who's doing their job. A good collection is a good collection and a bad collection is a bad collection – regardless of it being presented by a veteran couturier or a debutant. The sooner we learn to take criticism positively the more we can improve as an industry.

MODEL ATIKAH GARDEZI
PHOTOGRAPHY SHAHRUKH SHAH
STYLING MARYAM RAJA
HAIR AND MAKEUP FATIMA NASIR
ART DIRECTION EMAD KHALID
PRODUCTION & RETOUCHING MAD MONTY STUDIOS

GRAZIA
PAKISTAN
**FLASH
BACK
2020**



MODEL SANA FARHAN SARDAR
PHOTOGRAPHER SYED UMAIR
WARDROBE SAN AND ZY
HAIR AND MAKEUP NABILA
FASHION DIRECTION SAAD SAROSH
ACCESSORIES NOHO
SHOES MODEL'S OWN



MODEL RUBAB ALI
STYLING MEHEK SAEED
PHOTOGRAPHY ALEE HASSAN
HAIR AND MAKEUP SUNIL NAWAB
ART DIRECTION ANIQA FATIMA



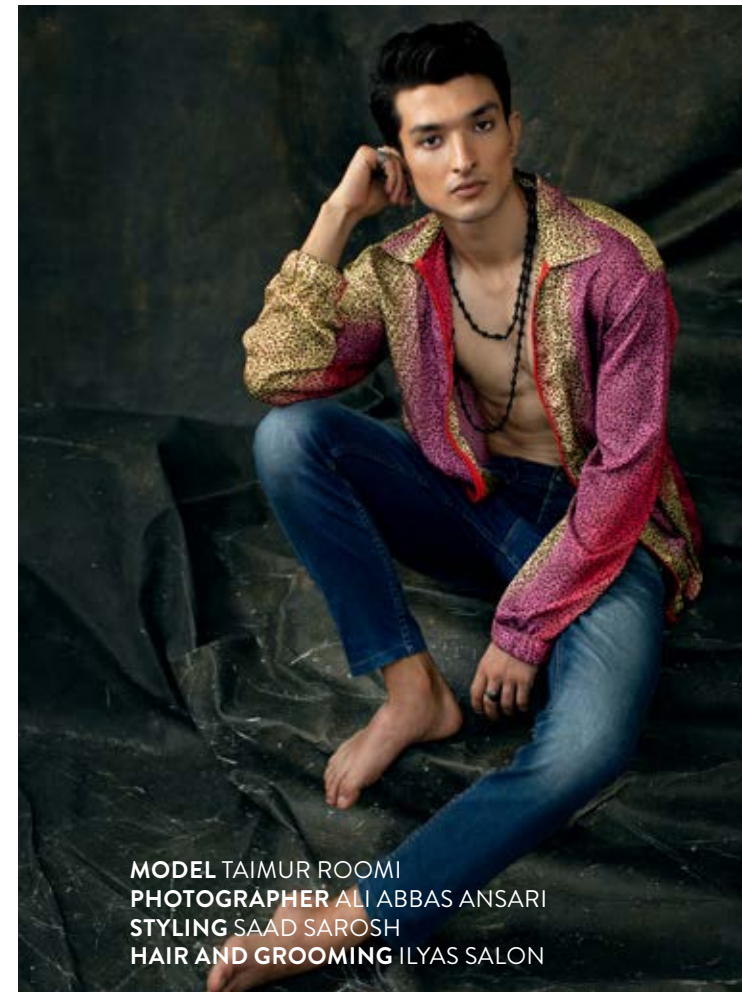
BRAND MAGRATUS
MODELS FARMAN MASOOD ABDULLAH JAVED
JAVERIYA HANIF
PHOTOGRAPHER ALI ABBAS ANSARI
STYLING AND FASHION DIRECTION SAAD SAROSH
STYLING ASSISTANT NIBA ARBAB
MEN'S GROOMING ILYAS SALON
JAVERIYA'S HMU HUMZA.MAKEUP
LOCATION YOCA

PHOTOGRAPHY NATASHA ZUBAIR
STYLING AND CONCEPT MEHEK SAEED
ART DIRECTION HASHIM ALI
MAKE UP AND HAIR FATIMA NASIR
MODEL NIMRA JACOB AND MUGHEES REHMAN



GRAZIA PAKISTAN FLASH BACK 2020

MODEL TAIMUR ROOMI
PHOTOGRAPHER ALI ABBAS ANSARI
STYLING SAAD SAROSH
HAIR AND GROOMING ILYAS SALON



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MODELS MAHA ISHAQ TAHIRANI AND RAAHIMA KHAN
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STYLING SAAD SAROSH
HAIR AND MAKEUP NABILA
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GRAZIA
PAKISTAN
**FLASH
BACK
2020**



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BRADY @ENJOYJAREDBRADY
DIRECTOR/STYLIST SARA ASHARY @SARAATONIN.
PHOTOGRAPHER STEVEN LEE @STEVENOCLOCK
MUAS LAURA KIM @LAURAKIM8, HANNAH JACLYN @
HANNAHJACLYNMUA
CHOREOGRAPHER LEXI ZDANOV @LEXIZDANOV
LIGHTING NICOLE TCHOUNGA @NICOLETCHOUNGA
BTS CORY WRIGHT @CORYWRIGHTPHOTOGRAPHY



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STYLIST CONSTANZA CECCHETTO
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BEAUTY CHARTS
Check out our top 5 beauty picks

5 Uses Of Green Tea For Your Skin Goals 2021!

Green tea, apart from being a popular beverage has many alternative uses which are beneficial in attaining a better lifestyle. Drinking green tea as well as its direct application brings in fantastic results. These 5 alternative uses of green tea will help you achieve your skin goals for 2021!



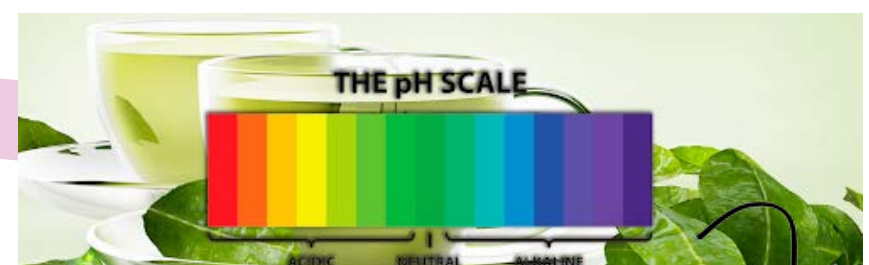
FACE MASK
Being one of the least oxidized teas, green tea has loads of antioxidants, tannins and polyphenols. Blend brewed tea leaves into a paste and then apply it as a face mask. Let it sit on your face for 15-20 minutes. This green tea face mask will leave your skin beautiful but most importantly healthy from within.



SCRUBBER
Used green tea acts as a natural scrub. Getting semi-oxidized after being brewed, the leaves can be dried and used as a scrub. A green tea scrub will leave your skin feeling softer and cleaner with little or no need of applying moisturisers.



SOOTHER
Green tea being rich in tannic acid, soothes sunburns and help get rid of blemishes. Brew some green tea leaves. Once the brewed tea cools down a bit, dip a clean cotton ball or cloth and put it over areas you would like to treat. Green tea bags can also be used. Apply the wet tea bags directly on your face to areas of redness and burn.



SKIN'S PH BALANCER
Green tea specially with blends such as Jasmine is rich in natural oils, making it useful to treat acne prone and oily skin. Applying the brewed 'water' of green tea, controls excess oil and prevents breakout. Green tea is both antibacterial and antifungal, which is necessary for your skin's pH balance and become a guard against unwanted infections, which should be of the prime most importance.



TONER
Due to sedentary yet fast lifestyles, people are becoming more reliant on chemical laden products in the name of self-care. One of these products is toner. It is, in case of a bad breakout, better to make you own toner using tea bags. Green tea to our surprise is also a wonderful natural toner. Clean your face and then massage very gently all over with a cool tea bag and let it sit there for a few minutes before wiping off the residue. The astringent properties of green tea shrink the pores, making skin less greasy.

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