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THE EXPRESS TRIBUNE

# ELLE

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with Noor Jehan se  
Noor by AAfrinish

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# T. EDIT

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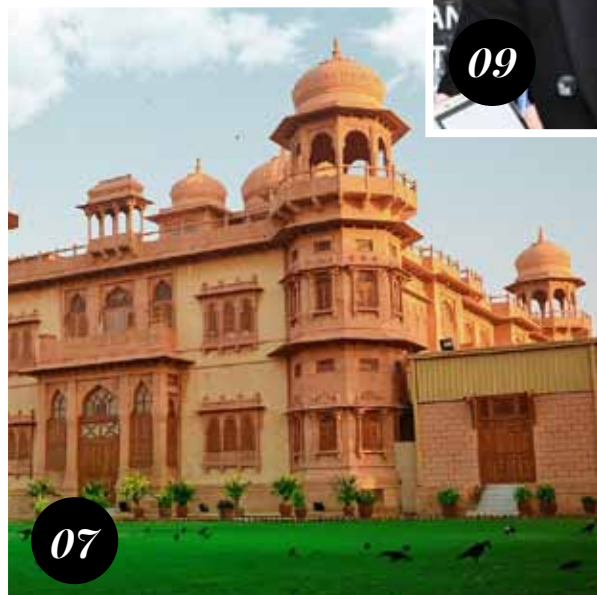
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## The Edit Roundup



# Statement sunglasses you need in your collection this season

*Can't settle on a new pair of sunglasses to have and to hold this winter season? Take cues from what is trending with us. Many might consider sunglasses to be an essential accessory just for the summer, but winter sunshine and sun-downers call for trendy eyewear. Maintain a little bit of summer even in the middle of winter.*

*From hot pink frames to athletic glasses to oversized retro tinted shades and racer frames- all are making waves this autumn and winter season.*

### ELIE SAAB

Elie Saab's very glamorous and bejewelled frames with tinted square shaped shades are hot sellers since Deepika Padukone flaunted them. These oversized Elie Saab frames can add glamour to any outfit and look this festive season. Tiny frames with larger shade structure have become a fashion trend that has found its place in most celebrity wardrobes.



### Valentino

The Aviator shape is reinvented on lightweight frames with ultra-contemporary micro studs.



Aviator-style sunglasses were originally designed in the mid '30s to ensure pilots could see clearly as they flew. The aviators by Valentino have been given a glamorous update in metal with lenses that fade in deep sunset hues or dark gray. Discreet 'Rockstuds' are embedded at the slender temples. These shades are more than just a classic air of aviators- they are also a testament to the history of the Italian fashion house.



### **Fendi**

Fendi's 'Fendigraphy' sunglasses are designed in a rimless silhouette that's effortlessly cool. The very chic oversized frames in pale-pink give a cool and futuristic feel. The sunglasses have a square shape and are decorated with gold-tone monikers along the wide arms. These shades have been quite popular at the fashion weeks.



### **CELINE**

Cat-eye acetate sunglasses by CELINE are statement sunglasses that have such transformative power, instantly elevating any outfit. Riffing on retro styles, CELINE Eyewear's cat-eye pair is made from ivory acetate and fitted with solid green lenses. A sleek gold logo plaque detailing the arms makes it a classic pair which will always remain in style.



### **JACQUEMUS**

JACQUEMUS Baci square-frame acetate sunglasses are trending this fall season. Jacquemus' 'Baci' sunglasses have the power to transform any outfit thanks to their bold colour and exaggerated shape. Made from acetate in the designer's beloved pink hue, they have square frames, tonal lenses and gold word marks. Style them tonally for maximum impact. Bring sunshine into your closet this winter with Jacquemus sunglasses.



### **GUCCI**

Bold, sturdy structures define these narrow rectangular-frame sunglasses for a modern design for this autumn/winter season. 90s-style sunglasses are huge this season, and Gucci's pair looks just like an authentic vintage design from the decade. These shades are more popular in glossy black acetate finished with the house's iconic gold 'GG' logo on each arm. Show them off with slicked-back hair.

# Style101

with  
*Noor Jehan  
se Noor  
by AAfrinish*

*Fashion in Pakistan has ebbed and evolved. At times overshadowed by political and cultural dynamics and the turning tides of economic stability. Molding it through western influences and rising alongside entertainment. Yet fashion has made a mark of its own, gaining an identity along the way and embodying an undeniable creative force of the country. 'Noor Jahan se Noor' is a time capsule, reimagining timeless chikankari and mukesh through the historical fashion lens of Pakistan. The collection also features bridal ensembles which consist of intricately embroidered and timeless lehnga cholis.*

## 90's Single

This delicately embroidered single taar kurta paired with a truly majestic 3.5 yard tissue chaddar in a beautiful bronze shade is fit for royalty. The taarkashi embroidery enhances the all white chikankari and mukesh on the fabric. The outfit is ideal for winter day festivities.



## Kaftan

This is a contemporary twist to classic outfit. Slay in this undeniably chic side slit ring mukesh kaftan. The kaftan can be paired with heavy jewellery for more formal occasions or dress it down and wear it as a western ensemble to a party or a winter soiree.



## 50's Sari

This is the season to glimmer in six yards of timeless elegance chikankari and mukesh white saree. This classic saree will never go out of style and can be paired with a variation of blouses. The saree can be worn for any occasion from formal dinners to wedding receptions.







#### **Garnet Bold & Beautiful**

Exude confidence in the rich hues of our Garnet lehnga on Katan Silk. Delicately hand embroidered with antique gold zardozi and resham threads this timeless ensemble is paired with a net dupatta finished with embroidered borders.



#### **Victorian**

The stunning lehnga choli gives a regal flair. Sparkle in this majestic Victorian lehnga with its gold and silver hues. Embellished with delicately detailed Kora and Dabka work this ensemble is sure to make you stun in regal flair.



#### **Pink Rose**

Floral and feminine ensemble that is perfect for this season wedding season. This dreamy rose pink lehnga is adorned with intricately threaded resham threads, cut daana and zari in floral motifs. The lehnga choli is paired with a beautiful net duppata and border all around it.



#### **Red**

Roll out the red carpet in the most stunning cherry red lehenga choli. Adorned with antique gold zardozi and contrasted with intricately threaded colorful floral motifs this outfit carries classic charm.

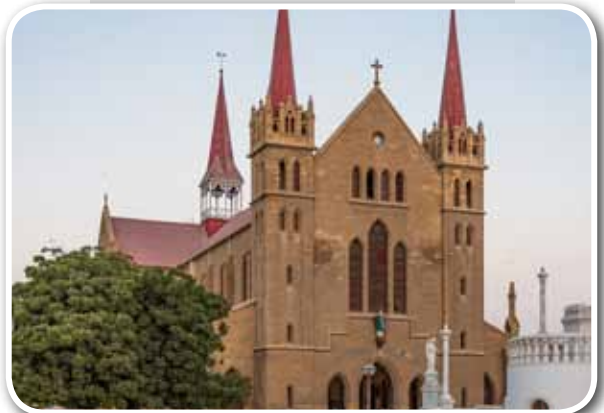
# 4 PLACES TO VISIT IN KARACHI FROM THE PRE PARTITION ERA



*Karachi has always been known for being the industrial hub of Pakistan but there is more than this gray side of the metropolitan city. There are many landmarks in Karachi which were built during the times when Pakistan was colonized by the British. Some of these places are a great example of architecture which depict the British era very vividly. With time some of these monuments were not maintained as aptly as they should have been but some of these are still kept in conditions which are relatively in a sound state as compared to most of the buildings from those times. Here is a list of monuments which we have curated for you and are open to the public.*

## **St. Patrick's Cathedral**

Located in Saddar Karachi, this cathedral is an example of its own when it comes to architecture. You can clearly distinguish the British style of architecture and the vast open area around the church gives a feeling of serenity. This is known to be the first church that was built in 1845 on the grounds of the cathedral and still remains to its state. It is one of the biggest cathedrals in Pakistan which can seat more than 5000 people.







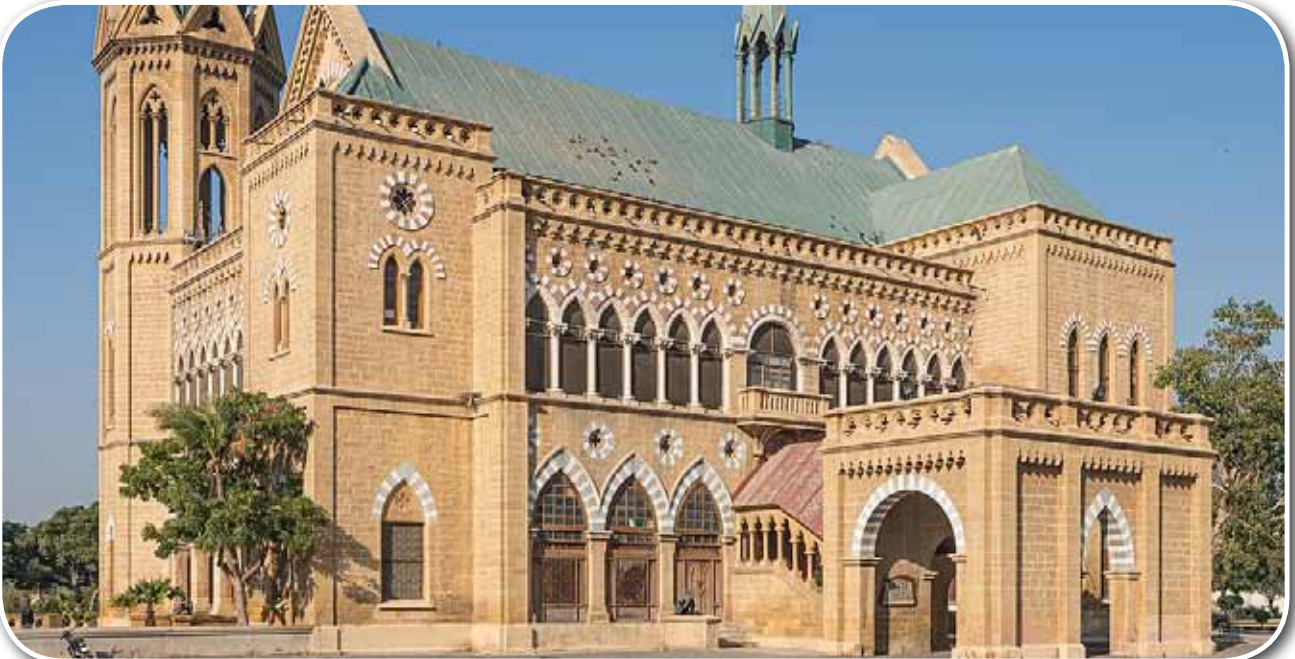
### **Sind Club**

Open to only members, the Sind club was established in 1876 in Karachi. Initially it was only for men and women were only allowed to visit the club once after every two months at the annual dinner but later this was opened to both men and women. The club is designed according to European style and its best features are the women's dining hall and bar.



### **Mohatta Palace**

The only monument in Karachi that has been kept in the best possible state in Karachi. Mohatta palace is located in one of the poshest areas in Karachi known as Clifton. It was built by a Hindu businessman as a gesture of gift for his wife in 1927 but had to be abandoned after the partition in 1947. The building's design is inspired by Indian architecture and can be distinguished by the style of its domes. The last person to reside in Mohatta palace was Fatimah Jinnah.



### **Frere Hall**

This was built in 1865 and was intended to serve as the townhall but later became a public park, library and an exhibition space. This is located at one of the central most localities in Karachi neighboring to civil lines. Its architectural style is one of its kind and is a mixture of both local and European blend. The best part about frere hall is that it never closes and can be visited at any time of the day.



# Women taking over as entrepreneurs in Pakistan

*In Pakistan, women entrepreneurs have also emerged which is great as previously it has been stereotyped with men as successful entrepreneurs.*

*Yet, the challenges still exist and more efforts are needed both at international and national levels with continuous guidance and mentoring. Let's have a look at women who started from scratch and established well-known businesses today.*

## **Arusha Imtiaz: Edjunction**

Arusha Imtiaz, a well renowned name among most young entrepreneurs in Lahore who started an ed-tech setup called Edjunction. There is no doubt that the tech startup soon reached to the skies as it provided an educational platform for parents and students to be in sync with their school teachers while taking instant responses on child progress. Arusha is a multi-talented girl who also gave a thought to partner with different international and national organisations for taking recommendations to improve schools' performance in Pakistan.

There are further collaborations with big tech organisations like Samsung, Microsoft, Telenor and various government organizations for running pilots in distinct district schools. Edjunction particularly targets the school segment that runs on a private basis that constitutes to about 80,000 that entertains over 25 million kids!!



**Sidra Qasim: Markhor**

Sidra Qasim has been a passionate person right from childhood and keeping with her enthusiasm and will to do something different, she found Markhor with Qasim Ali eight years back. Even facing a lot of criticism and troubles, she chose to enter this difficult business line where shoes were crafted with love and leather by hand and picked by customers all around the world. Surely, the brand was recognised due to Sidra's hard earned success through their remarkable export activities. Since 2010, Markhor has gained a brand name that complements international market standards due to ethnic and contemporary shoe crafting talent.

**Rameeza Moin: Transparent Hands**

Rameeza Moin, a kind hearted entrepreneur thought to give charity a chance where the ultimate target was to provide medical treatment absolutely free to the needy and poor people in Pakistan. Transparent hands connect the needy to their donors where about 55,000 people have been able to receive quality medical treatment. Transparent Hands was initiated by Rameeza after witnessing the heart wrenching healthcare facilitation to poor people. Therefore, she made a decision and the brand was on the go due to a crowd-funding platform to raise funds for the noble cause!

**Sahr Said: Beauty Hooked**

Sahr chose the beauty segment to showcase her extraordinary beauty skills and established Beauty Hooked as an online platform for provision of best spa services and beauty products in Pakistan. It has been a great struggle for Sahr to establish a good brand name as there had been other numerous brands which people preferred on their list. But, Sahr distinctively targeted those women who find it hassle free to book appointments to seek beauty help. Since then there was no looking back as the brand helped thousands of women to find best beauty products for their skincare. Moreover, Sahr has been named as top female entrepreneurs in Pakistan and featured on Forbes.

**Sihah Waris: RiseMom**

Rise Mom was started by Sihah Waris as a Pakistani startup providing a support network for working moms. The network connects working moms to gain access to information and resources for helping them in their working careers. The brand wanted to help such moms who had ambitions of not giving up and achieving their goals. Hence, it has been a great help and assisted thousands of women in Pakistan to seek advice for their upcoming career and make their existence more prominent in the business world.

