



## **Amir Adnan- Designer**

### **Company Profile:**

Much like anything related to the arts in Pakistan, fashion exists in its own vacuum, with its own set of aficionados, and its own set of critique, and its own style of life. However, even in such a vacuity, deciphering the business of fashion from the excellence in craft remains difficult and often a hard topic for many to discuss. However, if there is one designer who understands the mix completely and manages to explain eloquently their fashion ideologies, all the while maintaining a charm that is uniquely old world, it has to be none other than Amir Adnan.

1990 saw the evolution of men's fashion in Pakistan when Amir Adnan, a business graduate by profession, stepped out to realize his own individual style, at the same time translating it to the demands of a frustrated market. The need for a simple necktie took him to Italy where he trained and returned with an ingenious approach to reconstructing this basic accessory. Suddenly ties were no longer boring or stereotyped; the image metamorphosizing from the severity of formalwear to the emancipation of the modern day man. The new image of the tie spoke for a new era of menswear in Pakistan.

Today, more than two decades later, Amir Adnan's design philosophy has evolved clearly, marking itself permanently on the map. His is the largest enterprise of designer clothing in Pakistan, creating a retail and manufacturing structure that can rival an international competitor. His line of porter is available in Pakistan and online worldwide. His exclusive couture, especially highly ornamented traditional grooms wear, caters to an important list of clientele.

### **Area of Interest:**

**High End Fashion/ Fashion Designer wear.**

### **Contact Details:**

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