

FnkAsia, Huma Adnan

Company Profile:

Bold, beautiful and bright as ever, Huma Adnan is a force to be reckoned with in the world of fashion. Branching forth from her husband's label The House of Amir Adnan, Huma put her sartorial creed into her genius in clever layering of colors, textures and prints to run her own fashion-label by the name of FnkAsia.

Twelve years into the successful launch of FnkAsia, Huma Adnan – the heart and soul of the high street fashion label – that started off as a casual interpretation of European Bohemia with a Pakistani twist and has today grown into a mature high street label with several exciting branch-offs. FnkAsia was one of the first brands, perhaps *the* first brand in the country, to introduce the concept of separates that included a range of tops, tunics, lowers, dresses, waistcoats, scarves and accessories.

“FnkAsia's identity remains the same as it was twelve years ago,” Huma talks about growth and evolution of the brand. “It's still Boho, quirky, funky and fun. The only difference is that I have grown as a person and the brand has grown with me.” With a professional degree in marketing and a gifted ability to detect aesthetics in flamboyance, Huma wanted to take her inspiration from all four corners of the world and translate it into gathered, tucked or ruffled silhouettes that showcase globe-trotting elegance. The idea of FnkAsia sprung about when Huma endeavored to have an Asian women brand that could represent urban chic ready to wear.

She mixed traditional crafts with contemporary cuts, to give her brand a very distinct signature style. Thus, since its inception in 2005 FnkAsia rose synonymous with color, craft and style.

Huma's master craftsmanship lies in how she's able to translate almost any idea into cutting edge runaway masterpiece. Her outfits have been embraced by free-spirited and confident women who are drawn to the brand's unique signature aesthetic that juxtaposes between vintage and modern, reserved and unrestrained, traditional and innovative. Available at a swanky flagship store at Park Towers in Karachi, FnkAsia now offers more than the casual separates that it began with. and continues to draw in celebrity and high-profile clientele from Dubai, US and Europe. It's a brand that brings forth inspiration from world culture, arts and global tailoring techniques tweaked around to fit hip-lifestyles. From its beautifully crafted clothing to ethnic-handmade accessories, FnkAsia is a fashion brand that's set to thrill the fashion world locally and abroad.

Area of Interest:

High End fashion/ Fashion Designer wear

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