



GOGI BY HASSAN RIAZ

Company Profile:

Hassan Riaz a young passionate fashion designer of brand **GOGI** is the newest addition to the world of fashion designers and one of the paramount avant-garde designer of Asia, had made a very provocative and a great start to his career. Starting from his graduation till yet this young man has proved grandeur of his creative imagination world wild showcasing on national and international platforms pushing the boundaries of Pakistani fashion, false perception of south Asian fashion and continues to break the barrier.

In October 2014 Hassan Riaz came with a bench mark collection at the prestigious platforms of Pakistan, starting from Telenor fashion weekend Lahore, TDAP fashion show, Karachi, PFDC sun silk fashion week, 2015 Lahore, 8th Pakistan fashion week London 2015, Paris fashion week designer display 2015, Colombo fashion week, 2016, Russia 2016, milan fashion week concept designer display 2016, 9th edition Pakistan fashion week London 2016, hum bridal couture week 2017 karachi, 11th edition Pakistan fashion week London 2017 etc ,he has been showcasing high fashion woman empowerment collections, with his distinctive modern- dark beauty - romanticism and sensual aesthetic. Whether saint or sinner, he is always imaginative, deeply provocative and highly with glamorous vision, already making a great mark globally in fashion industry creating a sense of charm in every product he designs. His love for high fashion exertion in relation to woman rights and social work differentiates him from many designers. His work shows purpose behind every garment or fashion product he does for the improvement and betterment of the society concerning social issues in Asia.

Fashion designer Hassan Riaz graduated from prestigious Pakistan Institute of Fashion Design in 2014 with distinction as one of the top graduates and winner of Lux Style Scholarship Award in 2012 for his immense hard work and struggles. Winner of the bank alfalalah rising talent of the year award 2016, winner of telenor fashion weekend award as top graduate talent 2015. In 2013 was selected in Pakistan as the only student who went for training to Barcelona and Paris under ACLATE as head internee and was given the best intern award in Paris by Aclate in 2013. He is only Asian who is still working as trainer at Alcate. Hassan riaz is also among those lucky 15 designers that have been trained in USA commerce department for their great services in fashion industry. His labels signature style is the use of statement accessories and embellishments which not just only appears to be eye catching but also carries some symbolic meaning behind itself .The label is known for it's dramatic, gorgeously constructed pieces, and combining elements of tailoring with couture. His Signature looks includes constructed cuts and in hourglass silhouettes, coattail dresses paired with skinny pants, sharp, angular suiting, and darkly romantic corsets covered in intricate leather pieces, organic and metal material.

Area of Interest:

High End Fashion

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