



By: Kaynait Zafar



KHADIJAH SHAH

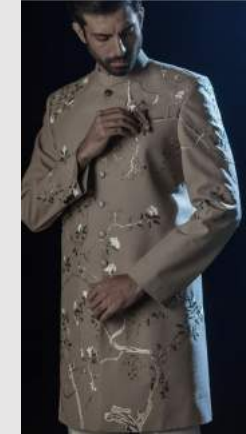
Who is Khadijah Shah?

- ❖ KHADIJAH SHAH WAS **BORN** IN PAKISTAN, LAHORE
- ❖ **FAMILY**~ SHE IS HAPPILY MARRIED & HAVE THREE KIDS, TWO SON & ONE BABY DAUGHTER
- ❖ **EDUCATION**~ LONDON SCHOOL OF ECONOMICS & POLITICAL SCIENCE WITH A BA DEGREE IN INTERNATIONAL RELATIONS.
- ❖ **GOT INTO FASHION**~ AFTER SHE CAME FROM LONDON, SHE STARTED HELPING OUT HER MOTHER WITH HER LABEL & CREATED ELAN. KHADIJAH SHAH GOT THE LOVE FOR DESIGNING FROM HER MOTHER, ANEELA WHO OWNED A WORKSHOP“ELA” & USED TO DESIGN FOR HER FAMILY & FRIENDS. ELA WOULD TAKE THEM AROUND TO GET WHATEVER MATERIALS & EMBELLISHMENTS THEY LIKED & PUT TOGETHER THEIR OUTFITS HERSELF. THE FABRICS WERE ALWAYS BETTER THAN ANYTHING AVAILABLE AT THE BOUTIQUES.
- ❖ THE DESIGN HOUSE ÈLAN WAS **ESTABLISHED** IN LAHORE 2006 IN KHADIJAH’S PARENTS’ HOME TOWN.
- ❖ THE BRAND ÈLAN WAS **FIRST LAUNCHED** IN 2012 & BECAME SUCCESSFUL BECAUSE OF LAWN WEAR (MADE FROM LINEN & COTTON, LIGHTEST FABRIC).
- ❖ THE BRAND ZAHA HAS JUST RECENTLY LAUNCHED ON AUGUST 4, 2018.



Market Segment & Demographics:

- KHADIJAH SHAH **TARGETS** BOTH GENDERS, BUT SHE MOSTLY **DESIGNS** FOR FEMALES.
- ❖ **AGE**~ EVERY AGE TYPE
- ❖ **INCOME**~ ANYBODY THAT CAN SPEND ABOUT 100 TO 500 DOLLARS
- ❖ **OCCUPATION**~ DOESN'T MATTER!
- ❖ **LIFESTYLE**~ READY TO WEAR, LUXURY, CASUAL, FORMAL, BUSINESS WEAR
- ❖ **SOCIAL CLASS**~ MIDDLE AND RICH CLASS
- ❖ **CULTURAL BACKGROUND**~ ALL RACES



Brand~ What is Élan & Zaha?

ÉLAN

- ❖ ÉLAN IS ALL ABOUT LUXURY, BRIDAL, FORMAL, ELEGANCE, EVENING, SEASONAL UNSTITCHED LAWN WEAR.
- ❖ ÉLAN IS ABOUT MIX & MATCH.
- ❖ THE DESIGN TEAM LABORS OVER EVERY DETAIL OF THEIR CREATIONS, BLOCK PRINTING, HAND STITCHING, & THE FABRICS ARE COLORFULLY PRINTED COTTON, WILD DIGITALLY PRINTED SILK TUNICS WITH BUTTONS, TASSELS & MACHINE EMBROIDERY.
- ❖ HER **FACTORIES** ARE IN FAISALABAD.

ZAHA

- ❖ ZAHA IS ALL ABOUT HIGH STREET WEAR.
- ❖ ZAHA AIM TO BRING UNIQUE, COLORFUL, PATTERNS, PRINTS, FUN, CH INNOVATION, & AFFORDABLE FASHION FOR EVERYDAY WEAR.
- ❖ ZAHA IS REALLY CLOSE TO HER HEART BECAUSE ITS NAMED AFTER HER KIDS FIRST NAME INITIALS & HER BABY DAUGHTER NAME IS ZAHA.



The Looks:

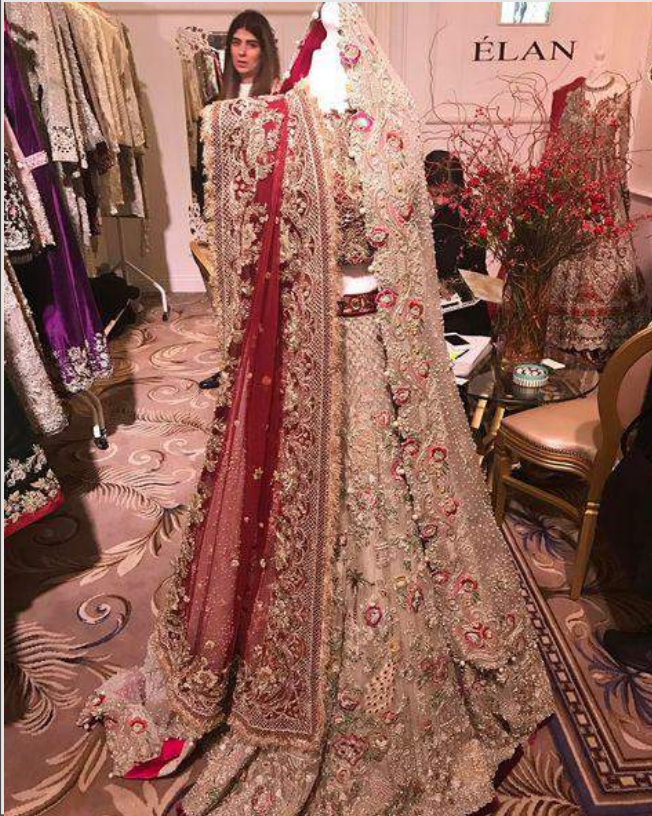
BRIDAL WEAR (LEHENGA)

SAREE

SALWAR KAMEEZ

FORMAL WEAR

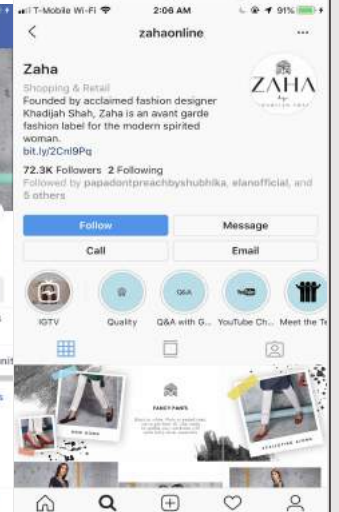
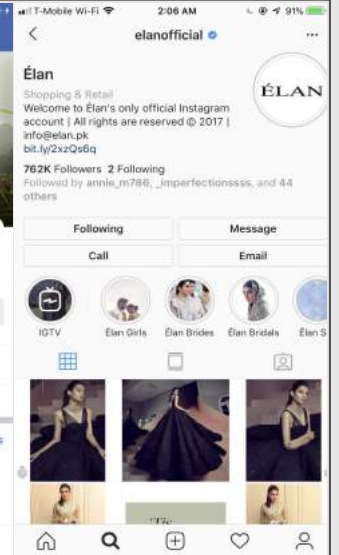
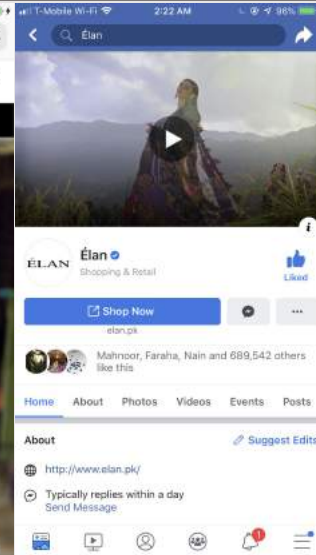
WESTERN WEAR



Promotion



- ❖ SHE HAS MANY **SOCIAL MEDIA'S** LIKE FACEBOOK, INSTAGRAM, AND A WEBSITE FOR BOTH OF HER LABELS. THE SITES ARE ABOUT HER LATEST COLLECTION AND DISCOUNTS, SHE HAS A PRIVATE INSTAGRAM AND TWITTER TOO WHERE SHE POST ABOUT HER RUNWAYS SHOWS, LIFESTYLE, AND HER FAMILY MOMENTS.
- ❖ IN 2014, ÉLAN OFFICIALLY LAUNCHED AN **E-STORE** WHERE CUSTOMERS FROM ACROSS THE GLOBE CAN PURCHASE ÉLAN'S LUXURY PRÉT COLLECTION & ÉLAN VITAL.
- ❖ HER **STORES** ARE IN PAKISTAN, LAHORE & KARACHI.



Unstitched Garment

ORIGINAL

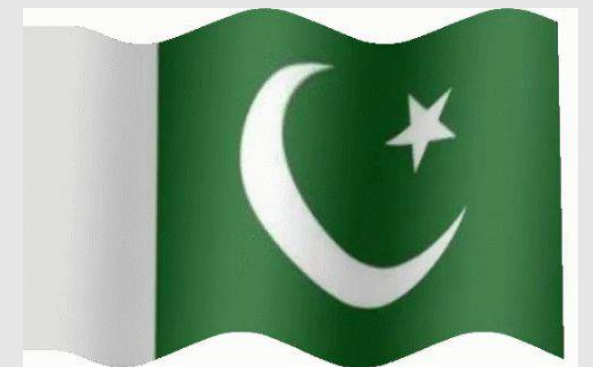
SEWED IN THREE DIFFERENT WAYS

THE ORIGINAL
GARMENT COMES IN
UNSTITCHED
PACKAGING &
CONSUMERS GET TO
SEW THE GARMENT
HOWEVER THEY WANT
TO.



My Connection To Khadijah Shah is...

I CHOSE HER BECAUSE SHE IS FROM MY HOME LAND, PAKISTAN. WE BOTH SHARE THE SAME CULTURAL BACKGROUND. I'M PROUD OF HER BECAUSE SHE IS CREATING PIECES THAT ARE UNIQUE AND BEAUTIFUL. HOPEFULLY, ONE DAY EVERYONE WILL NOTICE PAKISTAN'S WORK BECAUSE OF OUR BRILLIANT DESIGNERS. I LOVE THE WAY SHE PLAYS AROUND WITH THE COLOR PALETTE AND EMBELLISHMENTS. SHE DESIGNS OUR CULTURAL GARMENTS AND ALL TYPES OF DIFFERENT SILHOUETTES TOO. SHE KNOWS WHAT HER CONSUMERS WANT AND SURPRISES THEM WITH A MIND BLOWING COLLECTION. I'M IN LOVE WITH HER BRIDAL WEAR BECAUSE IT IS FILLED WITH BEADED-WORK AND HEAVY EMBROIDERY. THE GREATEST THING WE SHARE IS OUR PASSION FOR FASHION!



What Khadijah has to say...

<https://www.facebook.com/BBCAsianNetwork/videos/khadijah-shah-of-elan/10160004201230381/>



