

KHADIJAH SHAH



BRAND- ÉLAN & ZAHA

"IT IS TOUGH TO SEE YOUR HARD WORK, SLEEPLESS NIGHTS, AND TIME AWAY FROM YOUR CHILDREN, BEING EXPLOITED, COPIED BY OTHERS AND NOT RECOGNIZED BY THE FRATERNITY," BY SHAH

DESIGNER TERM PROJECT

KAYNAIT ZAFAR

INTRODUCTION TO THE FASHION INDUSTRY FALL 2018

PROFESSOR CALLEN ZIMMERMAN

BIOGRAPHY:

Khadijah Shah acquired the love for designing from her mother, Aneela who owned atelier “Ela” and used to design for her family and friends. Shah and her sister’s hardly ever went to designers to shop for clothes. Ela would take them around to get whatever materials and embellishments they liked and put together their outfits herself. The fabrics were always better than anything available at the boutiques. She got this talent from her mother and designing runs in her blood. Khadijah was born in Pakistan, Lahore. She is happily married to the guy she loves and have two son. She graduated from college in London, completing a BA degree in International Relations from London School of Economics and Political Science. Then she started helping her mother out with her label and created Elan. Her mother however only did designing as a hobby, not as a career. The design house was established in Lahore 2006 in Khadijah’s parents home town and since now it reached global heights. The brand was first launched in 2012 and became successful because of lawn wear (made from linen and cotton, lightest fabric). In 2014, Elan added a casual avant-garde ready to wear diffusion line and also officially launched an e-store where customers from across the globe can purchase Élan’s Luxury Prêt Collection and Élan Vital. The label is all about elegance, embroidery, body-conscious silhouettes, luxurious evening and bridal wear. She wanted to do this on a much larger scale. It wasn’t easy for her to start her own brand. She said “this industry comes with its own set of unique challenges, but I have managed to persevere, thanks to some very supportive and loyal people I have in my life.” That’s how she parted ways with Ela and set up Élan as a formal part of the fashion industry. Khadijah Shah owns two major labels, a premier luxury one Élan and a stellar high street one Zaha because she left her ex- label Sapphire.



MARKET SEGMENT:

Khadijah's brands targets both gender from any age and size. Her aesthetics are clearly reflected in the brand's merchandise and consumers can notice that besides her bridal wear, she has a knack for printed designs as well. Her bridal wear are unaffordable and only rich class and celebrities could effort it. Basically, the population of her consumers are from high class. Her garments cost almost up to 5 thousand dollars based on the beaded and gemstones work. Each dress usually take up to 400 to 500 hours to make an garment. Elan's prices reflect the labour that goes into each garment, with prices starting at 21,000 per outfit. Her other brand Zaha has unstitched fabrics ranging from one-piece shirts to two-pieces and three-pieces. The brand is just for regular wear. The prices are up to 30 to 50 dollars. The cultural background is that in Pakistan the attires could cost less than USA money's. The difference between the currency. Shah also made some adjustments for people's budgets, she simply adjusted the amount of embellishment for someone paying less but there will be no compromise on the design or quality. Elan's formal wear features flaunt bold, floral patterns, and because it is all unstitched, it can be tailored to a customer's liking. Just like you see in this three pictures.



Party Wear
Sumeyye, a
beguiling shades of
mint with lilacs, this
outfit depicts beauty
of a lush gardens.
Trees

MERCHANDISE:

These pictures of garments are all in different categories. Her garments are designed in bridal, western, evening, formal, party, lawn wear are available for everyone around the world. She focuses on what the consumers are into these days and that's what she targets. That's why her clothes are appreciated so much. Her garments are always mix and match. Her designs are quite thoroughly, in terms of color, international trends, patterns, and motifs. The merchandise are produced in Faisalabad. 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 and machine embroidery. Modern or traditional, heavily worked or elegantly embellished, haute couture or ready to wear prêt. The subtle pastel shades in bridal that relies more on the heavy gold or silver thread work and digitally printed embellishments rather than the interplay of fabric colors. Khadijah Shah promotes her merchandises on social media like Facebook and Instagram. She also has a website for her brand where she promotes new stuff. Her garments are sold internationally. Her stores are in Lahore and Karachi. She has three categories: Pret A Porter for formal and evening wear, Elan Vital for western and accessories, lastly unstitch lawns.



LOOKS:



Lawn
A teal outfit “Ipanema” is adorned with traditional cross stitch embroidery and is paired with a plush silk dupatta.



Formal Wear
It’s a Clair de Lune. It’s a detailed lace cape set over layers of silk on a sublime shade of sage green



Western Wear
Floral and ornamental patterns are laid out on a contrast of navy and saffron in “Saffron Dreams,” with jet fringe details.



Bridal Champ
de patchouli, beguiling color palette, with enchanting hand worked details and a seamless display of the symphony of thread and needle.



Rubab,
delicate thread work intertwined with silver tila and highlighted with crystals and zardozi work couture that mesmerizes.



Sari
Ice blue pant sari is detailed with cut-dana tassels, Swarovski crystals and hand worked silver and gold motifs.

PERSONAL VIEWPOINT:

This designer is important because of its lawn collection that was her first launched in 2014 and that's when she was noticed and became successful. The designer uses different type of fabrics and heavy bead work that make the consumers fall in love with her garments. Shah thinking is really different from every other designer out there. She uses many colors in one garments and makes it look expensive. Her bridal dresses are beautiful embroidered and filled with crystals and motifs. The western clothes she design are nicely sewed and the textures is so soft and silky. People could wear it to work or not even on a regular day and rock it. She thinks about people comfort and easiness. The lawn she designs with animal prints or geometric shapes goes so well with the garments. Also it is design to be worn on regular days and it's comfortable too. In my opinion, Shah and I think alike because of her fashion sense and ideas. Once I'm a designer, I would want to design everything to like evening, bridal, formal, western wear. Her aesthetic to designs are so unique and color combinations. She is a good designer with static abilities. The only thing I don't like is her price range, not many of us can afford her garments. Also, she plans everything earlier that she wants for the next collection. She knows what people want now a days, that's what she targets and have her consumers falling for her collection. She is known as the best embroidery designer in Pakistan, people from other countries are noticing her work too.



CITATION:

All That You Need to Know About Elan s Khadija Shah Before Choosing Your Bridal Dress. (n.d.). Retrieved from <https://bridesandyou.com/2016/02/18/all-that-you-need-to-know-about-elan-s-khadija-shah-before-choosing-your-bridal-dress/>

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