

Elegance at the House of Ahmed

The House of Ahmed, in the time-span of eight months, has become the talk of the town with their premium yet intricate ethnic-wear pieces. Due to using locally sourced materials as well as using the skills and craftsmanship of local artisans and 'karigars', the general public seems to love House of Ahmed even more, as they no longer have to buy premium ethnic-wear pieces, including bridal couture from abroad. The latest Eid collection has been trending for their uniqueness, ever since its release.

The men's Eid panjabi collection 2020, showcases mainly five collections; the white panjabi collection, the blue panjabi collection, the premium Muslin line-up, and last but not least, men's Kabli sets. To name a few, some of the most premium high-quality fabrics used in the collection are luthai, supima cotton, and Muslin.

All of the designs were made and produced several months prior to Eid, by House of Ahmed's founder and commercial director, Ahmed Tuhin Reza, as well as his wife and co-founder Tanzila Elma. Ahmed Tuhin Reza has always had a knack to find one-of-a kind designs to incorporate into



we had to come up with alternative ways to produce and deliver by ensuring the safety of our employees and customers."

As for the ladies, the women's ethnic wear pieces for Eid Collection 2020, at House of Ahmed, revolve around the theme of intense zardosi work and heavy dupattas, also inspired by Islamic architectural designs.

Their women's white handloom collection, black premium raw-silk collection and muslin line-up are nothing short of radiating elegance and the aura of



royalty for Eid to come. They also alternate and have created a wide variety of kameez's with zardosi work in palettes of pastels. Their core fabrics for Eid being premium raw-silk, Muslin, and handloom cotton.

Ahmed said during the conversation, "I really wanted to highlight the juxtaposition of contrasting colours for the women's Eid line and bring out more of the heavy zardosi detailing. The dupattas are the highlight for most of my atelier pieces for the Women's Eid Collection 2020. Each dupatta has had several man hours put into its creation."

As the women's line has a lot of intense zardosi detailing, they were the most time-consuming to produce for Eid by House of Ahmed. Several man-hours have gone into producing their women's pieces very delicately, to produce nothing short of the best.

The House of Ahmed has indeed started practicing certain policies to deal with this pandemic, which are very commendable and an example for retail companies suffering all around. They have first and foremost introduced, "Store Appointment" which has the sole purpose to allow you to book appointments at the store. During your time slot where only you and two of your family members or friends will be allowed to view and purchase for a certain period of time where no other customers shall be entertained.

They are also offering "Home Appointments", where a tailor and delivery man will be available to come to your house at the appointed time with a maximum of 200 pieces of Men's/Female's ethnic wear. They will be sanitised and will be following every Covid-19 precautions and protocols for your safety and you can order from the sanctity of your own home. Ans last but not least, they are also doing "Home Delivery" where your orders along with measurements are placed online and will also be delivered using our delivery team who will be following Covid-19's safety precautions and protocols.

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Content provided by House of Ahmed
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the men's line. This year, the theme for the men's collection was to incorporate summer vibes and the zardosi detailing and embroidery for the panjabis centralised around Islamic architectural structures.

Reza, during conversation, mentions, "We had major plans for Eid, as we put a lot of hard work and effort along with our dedicated craftsmen, and we felt this is our best Eid collection yet, however due to this unfortunate Covid-19 pandemic that grasped everyone abruptly and globally,