

AMMARA KHAN

SPRING - SUMMER 2014

AMMARA KHAN IS A LUXURY FASHION HOUSE DEFINED BY CLASSIC GLAMOUR AND TIMELESS ELEGANCE. IT IS LED BY CREATIVE DIRECTOR AMMARA KHAN, A GRADUATE OF NEW YORK'S FASHION INSTITUTE OF TECHNOLOGY WITH A SPECIALIZATION IN EVENING-WEAR AND COUTURE.

AMMARA'S INNATE SENSE OF STYLE AND PASSION FOR CREATING UNIQUE AND REGAL DESIGNS HAS BEEN THE DEFINING FORCE BEHIND THE BRAND, WHICH IS RECOGNIZED FOR IT'S EXQUISITE CRAFTSMANSHIP, EXTRAORDINARY ATTENTION TO DETAIL AND EMBELLISHMENT.



ABOUT THE COLLECTION

TO ME THE ARAB WOMAN IS FEMININE, GLAMOROUS, ADVENTUROUS AND HAS A LOVE FOR THE ORNATE AND THE EXOTIC - THIS PERSONIFIES THE ETHOS OF THE AMMARA KHAN DESIGN PHILOSOPHY.

FOR MY COLLECTION, I HAVE USED OPULENT FABRICS AND BOLD PRINTS BRINGING THEM TO LIFE USING LUSTROUS PEARLS, SWAROVSKI CRYSTALS AND SEMI PRECIOUS STONES. THE SILHOUETTE IS INSPIRED BY THE CLASSIC MIDDLE-EASTERN 'KAFTAN' WITH FLOWING HEMLINES, AND WAIST CINCHING CUTS, THAT ENHANCE THE BEAUTY OF THE FEMALE FORM.



AK/SS14-A



AK/SS14-B



AK/SS14-C



AK/SS14-D



AK/SS14-E



AK/SS14-F



AK/SS14-G

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