1. Abstract:
Pakistan is not only known for its rich culture and heritage, but is also known to be fertile in producing internationally acclaimed talent. Pakistan has entertained the world by presenting many iconic celebrities. A true icon is someone whose brilliance is unmatchable and the talent is superbly substantial. People such as Nusrat Fateh Ali, Nazia Hassan, Imran Khan, went on and became international icons. These are some of the people who helped Pakistan emerge more prominently on the world map and helped Pakistan to achieve a softer image.
Ironically all such famous names could be dated back to the yester years. We hardly have experienced any local icon in past decade or more. What we mostly get to see are facades put up together by a whole team of designers, marketing managers, makeup artists and directors. The presence of talent in our country is not to be questioned since we all know that it exists in great amount. Therefore this research investigates the traces of the lost icons
and the reason of their disappearance from our entertainment industry. Thus this study includes interviews of the people who have been behind the creation of many famous faces and have provided them the platform to reach the paramount of success in their respective fields. As well as those who have and are enjoying the true iconic stature.