Abstract

Undergarments which are the basic requirement in every woman’s life required on daily basis. Having explored the local lingerie market it has been brought to view that, buying good quality local lingerie in terms of material, design, size, proper fitting and color from Karachi has become a major difficulty as there is no such local sector or local brand which has taken the challenge to manufacturer better quality lingerie. The aim of this dissertation is to uncover the reason behind the lack of local lingerie sector and its factors and steps that are or can be taken to modify it in the coming future.

After reading through numerous articles and magazines, having literature accessed for this particular research, exploration has been taken forward into consideration. To access its relevance to the lingerie market, interviews were held with owners, retailers, buyers (women from different background) and manufacturers.

To look up at this issue, the information gathered via research, literature reviews and the interviews, it can be look up into consideration that the lack of local lingerie sector is absent in our society and hence we are directly promoting the international lingerie market by buying our everyday wear lingerie from their brands.

It is with immense hope that this research may bring a change in the local lingerie market and may bring forward the upcoming new designers to alter and improvise existing undergarments. Hence, it’s still a huge responsibility towards the sense of women’s’ requirement and the market for lingerie, keeping in mind the social norms of our society.