Abstract

This dissertation, “What is the scope of printed men’s wear lawn in Pakistan?” aims to discuss new prospects for men’s wear in Pakistan. It looks at the scope of printed lawn as an everyday clothing item for men. This dissertation looks at the evolution of men’s wear in Pakistan. How men have become self aware and fashion conscious of the trends locally as well as in the international market. Is there a need for creating a market for men’s lawn, whether this could be a profitable investment or a disaster? Are Pakistani men experimental enough to try prints? If yes, what kind of prints would they like to carry off? Would the future for men’s wear hold new surprises? Or would it be a fashion faux pas having men and women wearing the same lawn prints?