Abstract
This dissertation is based on determining the reasons of slow growth of maternity pret in Pakistan. I have discussed the factors that I suspect are hindering the growth and have related them to the results of my research. There were two methods that I used to analyze the information. 1) Primary research, in which I conducted interview based surveys and also interviewed four hi-end designers regarding the issue and 2) Secondary research, in which I studied e-journals, newspaper articles, and other sources of information available online. Factors such as social norms and cultures and their social impacts, reactive changes in the body along with reasons given by the designers regarding the issue were analysed quantitatively as well as qualitatively. Also the differences of opinions amongst the targeted classes and the designers have been highlighted.