Abstract

This dissertation aims to explore the function of the ramp in Pakistan, if fashion shows in Pakistan are at par with fashion shows that take place in the rest of the world. Research done on the topic includes gathering information on Pakistani designers and fashion shows and the international fashion industry and comparing the workings of the two. The collection of data has been done using a combination of qualitative and secondary research. The secondary research has been primarily focused on fashion designers abroad and the system of the international fashion industry whereas the qualitative data has been gathered through interviews with the people in the Pakistani fashion industry. This dissertation analyses the fashion industry in Pakistan very closely to try and understand how and why the runway is utilized the way it is. With Pakistani fashion escalating day by day, this study is imperative so as to realize the future prospects of the runway in Pakistan. While doing so, this research also intends on discovering the limitations and problems associated with the fashion shows taking place in Pakistan.