ABSTRACT

This dissertation is about the cost and worth of the lavishly expensive branded bridal dresses. The role of a bridal dress in our society is a very important one. There are one’s feelings and emotions attached to it. A bridal dress is always the one thing that is very dear and very close to a bride’s heart. Therefore, they tend to spend as much as they can to make it more special and unique. Here, I am talking about those who spend tremendously on their bridal dress and will be discussing if whether the cost and worth come into play while accessing the price tags on the lavishly expensive branded bridal dresses. The research strategies that I have employed are the interviews of renowned designers, local market surveys, interviews of the local people, articles and online surveys. Other data has been collected from newspapers and interviews from the brides.

This dissertation revolves around the idea of whether the cost of a bridal dress is justified or not. There are many types of people in our society; all are different from the other. But to wear the prettiest bridal dress is a dream every girl dreams of, and to make this happen they do whatever is possible. Some go to the designers, some go to the local shops, and some make their own while others are just happy with what their in-laws get them. No matter what you do, no matter how lavish a bridal dresses you make, in the end you just wear it for a couple of hours and that is probably the end of it.

In this dissertation I am going to discuss about the rising elite and middle class in Pakistan. Actual costs such as the labour costs, material costs and cost of the designs constitute the final price tag for the finished dress. Are the surplus costs included at the end just about the brand name or are there a number of other things as well? And how important is the personal value of that particular bridal dress?