Does the concept of cost and value being two separate things come into play when assessing the price tags on the lavishly expensive branded bridal dresses?

By

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Indus Valley School of Art and Architecture

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This thesis submitted is partial fulfilment of requirements for the degree of BACHELOR OF ARCHITECTURE, from Indus Valley School of Art and Architecture.

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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?
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INTRODUCTION

Pakistani society is moving on very fast. Regular changes in trends are the major signs of the rise in Pakistani fashion industry. Since fashion is changing so quickly, the general public is getting more aware of the latest fashion and trends. People of Pakistan are following the fashion very closely and are willing to change their lifestyle accordingly. As we talk about a rise in fashion industry, we should not forget about a rise in lavishly expensive branded bridal dresses and all other unnecessary expenses. Such bridal dresses are creating a great hype in the elite and middle class. Brides are willing to spend millions on just one dress in order to enhance their beauty, standard, class etc. Contemporary Pakistani wedding is more about publicizing your class rather than just a gathering.

When a particular dress is made, the actual costs that are kept in mind are the labour costs, the material costs and then the cost of the design/idea. Pakistani fashion industry is growing very fast. There are several bridal wear designers who are working under a particular brand. So the name of that brand comes in to the surplus value of a bridal dress. Then there comes the personal value. What does it mean to the bride to look beautiful on their wedding day? This is a huge reason to go to the designers. Girls go to the designers because they want to look most beautiful on their special day.

It’s a dream of every girl to look extra ordinary on their wedding day and people in our society think that the lavishness of their bridal dress will make them look out of this world. Without realizing the fact that the money is so much which is being wasted on the bridal dress which not even have the worth of that particular amount.

An idea of a simple wedding gathering has been demolishing from our society and will be demolished soon if the same situation continues. Due to the designers and elite who are the trend setters create a huge problem for the lower/middle class people who spend their lifetime
savings on one single day. A standard middle class family save up their entire life for their wedding in order to come up to the standards of the rest of the society.

One completely fails to understand the idea of overpriced bridal wear when our religion teaches us about simplicity. This expenditure clearly shows the rising elite in Pakistan. It’s interesting to see the rise in the branded bridal market when the economy of the country is falling down. ¹

The Pakistani society has made a complete joke out of the institution of marriage by turning it into a rat race of wealth display. A simple gathering has now been turned into a showing off festival for the most of the relatives, whom you will probably never meet again. Another shocking fact comes when you see so-called liberal and well educated parents spending their lifetime saving on lavishly expensive branded bridal dresses and feeding 1500+ guests on a hotels pool side at one night. ²

It is a human phycology to behave the way their friends and other family members are behaving. A trend is being followed now, in which a normal middle class person is being crushed. These trend setters also belong to our society and culture; they are the fashion setters and the guiders for the rest of the society. In recent years, the main trend related to Pakistani weddings is the lavishly expensive branded bridal dress.

“In our country where the economy is falling with such big numbers people should now start saving and should work seven days a week”- Kamran Khan. Young girls and parents should realise the fact that the value of Pakistani money is constantly falling down, due to our falling

¹ [http://books.google.com.pk/books?id=kMobAQAAMAAJ&q=pakistani+bridal+wear&dq=pakistani+bridal+wear&hl=en&sa=X&ei=Oit5Uty8MYeR0AXGq4CwBw&ved=0CE4Q6AEwBQ
² [http://books.google.com.pk/books?id=3EtRdsBrZysC&printsec=frontcover&dq=pakistani+bridal+wear&hl=en&sa=X&ei=Oit5Uty8MYeR0AXGq4CwBw&ved=0CEgQ6AEwBQ#v=onepage&q&f=false]
economy. In such situation society should not follow such trends which are a complete waste of money.³

To have a very beautiful bridal dress is the dream of every Pakistani girl. A wedding day comes only once in a lifetime and it’s an extremely heart touching experience. Any girl would want to look out of this world on her wedding day. Some can afford to have lavishly expensive branded bridal dresses. Some can copy a popular designer and make one themselves. And some just agree on what their in-laws get them.

People who are living in a particular society are all the same, it’s their priorities and choices that make them different from each other. Here, I am discussing the people who can afford, who cannot afford and those who simply don’t want to even when they can and the ones who are forced to.

An idea of a simple wedding gathering is deteriorating from our society and will be extinct soon if the situation continues. Some people, who play the role of trend setters, create a huge problem for the lower/middle class population who spend their lifetime savings on a single day. A standard middle class family save their entire life for the weddings in order to come at par to the standards of the society.

This dissertation ‘Does the concept of cost and value being two separate things come into play while assessing the price tags on the lavishly expensive branded bridal dresses?’ is mainly based on research and findings on the cost, value, and the price tags on the expensive bridal dresses. The purpose of this research is to understand the rising elite/middle class in Pakistan and what are their needs and wants. In understanding the research questions several surveys, site visits and interviews by the renowned designers will be taken and analysis would be made. Surplus values and personal values will discuss to get an answer to the

dissertation question. The actual costs will be discussed in which the labour costs, the
material costs, and the design costs will be kept in mind.
LITERATURE REVIEW

In the book ‘Pakistan’ by Mohammad Abdul Qadeer there is paragraph in which the author is talking about the weddings that are taking place in the 20th century; the lavishness and the glam and glitters of the Pakistani weddings. Qadeer says, ‘Weddings have become occasions for affirming the family’s social status and demonstrating its connections to the rich and powerful’. The author is referring to the weddings as an occasion of publicity, which is very much practised these days. Qadeer is a Pakistani writer and can explain the scenario perfectly because he is a part of our society. This is very true that the lavishly expensive weddings are now becoming a means to show the social status and power.

According to him, ‘A veritable industry has sprung up all across Pakistan for weddings, including banquet halls, caterers, dressmakers, decorators, jewellers etc’. It is clear that due to the willingness of the families of the brides and grooms, the designers and decorators are charging what they are charging. Many people are willing to pay, and hence the bridal-wear industry is booming.

In my opinion, one completely fails to understand the idea of overpriced bridal-wear when our religion teaches us about simplicity. This expenditure clearly shows the rising elite in Pakistan. It’s interesting to see the rise in the branded bridal market when the economy of the country is failing.

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Qadeer states, ‘The rich have theme decorations and feasts, entertainment by television and film-stars, honeymoons abroad, and event managers to coordinate in a wedding’. From his point of view the weddings now are comprised of a designer dress, a banquet hall, and a whole range of different dishes with a never ending list of guests. This is what our Pakistani wedding has now become.

Qadeer admits that we are now prioritizing the secondary things. According to him, ‘How sumptuous were the meals, how famous and influential were guests, how sparkling were the receptions, what’s entertainment was provided and how big was the dowry, where the newly wed honeymooned’. In my opinion, the display of all these things is continually on the rise. The lavishness of the nominal wedding is now touching the sky and tends to increase more as time follows. Low scale gathering, one dish, one bridal dress which would normally be sewed by the grandmothers is no more a true example of a Pakistani wedding.

In this paragraph it is mentioned that, ’by 2000s, weddings had been elaborated to become a many day affair’. This is what our Pakistani wedding has now turned into. When we talk about the economic issues in Pakistan, friends from the West always question us if Pakistan is a poor country and if that is the case then why and how are people able to spend so much on a wedding. Weddings have now become very lavish and are celebrated for months by some families.

After reading Qadeer’s book, I read more on bridal wear by other authors. I found this interesting paragraph by Iftikhar Haidar Malik from his book ‘Culture and Customs of Pakistan’.

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Iftikhar Haider Malik is talking about the traditional bridal wear in his book. He says, ‘For a long time, South Asian women, especially Muslim women, have worn ghararra, a loose garment, instead of a shalwar or sari’\(^{11}\). He is discussing about the bridal wear that has been there in our culture since numerous years.

According to him, ‘It is mostly made of silk or brocade with extensive handwork on it. The silk fabric is still used’.\(^{12}\) The only difference now is that silk is mostly used by designers because it is expensive. To keep rates affordable, the local karigars use short silk which is not pure silk. Iftikhar states that, ‘Brides still wear it as a part of the wedding dress, and the preferred colour is always red and gold, including dress, jewellery, and henna. Henna is meticulously added to the bride’s hands and feet’.\(^{13}\) Iftikar is a Muslim writer and is talking about the traditional Muslim wedding. I think he has described the traditional simple bridal wear very beautifully. Here, he has not discussed the expensive and lavish embroideries that are practised nowadays. Simple weddings were the trend in older days but now the concept has totally changed. The author is discussing about the trends which were there in 1949 because the book was published during a similar period. In this paragraph I observe one trend that is prevalent even today – many brides prefer to wear red and gold colour.

We can clearly see the difference in cultures in these two time periods. Qadeer is talking about the trends that are being followed in the 20\(^{th}\) century\(^{14}\) whereas, Iftikhar is talking about 19\(^{th}\) century.\(^{15}\)

While both the authors are pointing at different aspects of change in the traditions involving wedding celebrations pertaining to their respective times, the two essentially hit at the same

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\(^{11}\) Culture and Customs of Pakistan by Iftikhar Haider Malik, page 122, Paragraph 2

\(^{12}\) Culture and Customs of Pakistan by Iftikhar Haider Malik, page 122, Paragraph 2

\(^{13}\) Culture and Customs of Pakistan by Iftikhar Haider Malik, page 122, Paragraph 2


\(^{15}\) Culture and Customs of Pakistan by Iftikhar Haider Malik, page 122, Paragraph 2
point. While Qadeer highlights the fact that weddings nowadays have become a projection of the status and power of the two families rather than the simple union of a bride and groom. Everything from the dresses to the meals served at the ceremonies has become so lavish that one is forced to ponder upon the real intent behind this display of affluence. This is where he speaks of the dresses worn by the brides and how they have become so expensive with time. The trends have indeed changed and this is something that is very much visible by observing the extravagant nature of spending by both, the highly affluent and those with limited means. Iftikhar hints at the same thing, but the point he raises to convey his concerns revolves mainly around the dressing, and even though both the authors were separated by time when they wrote their respective pieces, they were correct from their own point of view. Iftikhar says that the practice of wearing a gharrara has been very common among the muslim females who were getting married, but the trend has been changing with time. The dresses have become extravagant with the use of silk to make them look more lavish and it also reflects on the prices of these dresses. Even though the choice of preferred colour has been constant throughout time, the material and making has varied which is the cause of the ridiculous spending in contemporary bridal-wear. This is also against the teachings of Islam as it tells us to be modest with our affairs.

In another article from the book ‘Pakistan’ by ‘Mohammad Abdul Qadeer’ He is making a statement that is perfectly defining the contemporary weddings, ‘Weddings from dreams to themes’. This line is very self-explanatory and suiting the current situation of Pakistani weddings. He is making a very deep statement with just three words. For example, when we talk about expensive bridal dresses, the worth and cost should also be kept in mind. If a person is paying a hefty amount for an average dress, then this means that they are just

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paying for the designer’s name. In this context the exploitation of the consumer and labour is very evident.

Another point that the author made is, ‘The wedding dress of a senator’s daughter was encrusted with rubies; a helicopter showered rose petals at the marriage reception of a Karachi business tycoon’s son. Such are the extravaganzas of the rich, which raise the bar for everybody’.17 We can get the idea of the lavishness practised by the senator’s daughter after reading his article.

The wedding dress was embellished with Rubies. Here I would like to say that if a particular person is paying so much and getting the high quality work in return this means that the designer is doing fair with the consumer. Such people who are spending a lot are becoming trend setters in our society. Due to them, the rest of the bunch is getting inspired to approach designers and spending that a lot on just one dress. Personal emotions also jump into this concept of wearing a ‘Rubi-fied’ bridal dress on a wedding day. In our society, girls do plan to look out of this world amazing on their big day and due to this reason they plan to spend openly and blindly trust the designers, event planners etc and then these people make money of their hard work and inputs.

To have a very beautiful bridal dress is the dream of every Pakistani girl. A wedding day comes only once in a lifetime and it’s an extremely heart touching experience. Any girl would want to look out of this world on her wedding day. Some can afford to have lavishly expensive branded bridal dresses. Some can copy a popular designer and make one themselves. And some just agree on what their in-laws get them.

These expensive dresses are high on demand and that’s why designers are making them and this result in the major chunk of profit for them. This is also not wrong from the designer’s point of view because they’re only making what the consumers are demanding.  

Here I would like to bring in the point made by Qadeer in his first article, ‘They have become occasions for affirming the family’s social status and demonstrating its connections to the rich and powerful’\(^\text{19}\). This is true that the society is in this race to follow the trends and fashion no matter what they costs.

After this the author is talking about the laws imposed by the government,’ There have been periodic attempts to discourage extravagances of marriage. In 1956 the Justice Rashid commission recommended curbing large dowries. Similar policy advisory was issued in 1961, 1976, and 1984. In 1997, Nawaz Sharif’s government enacted an ordinance to limit food to be served at wedding receptions, allowing only tea and cold drinks to be served to the guests. It began to have some effect, but then his government was ousted’.\(^\text{20}\) In this the author is taking about certain laws Pakistani government introduces to tackle the over expensive weddings. When Nawaz Shareef became the prime minister in 1997 he introduced laws which prohibited extra expenses on the Pakistani weddings.\(^\text{21}\) He cut down the number of dishes to one. Later he also introduced that only soft-drinks will be served at the weddings, and the need for serving food items was no more. The one dish rule was a very good rule. It lessened so much cost and this law benefitted a lot of lower/middle class people who could not afford to have a variety of dishes at their weddings.


In my point of view, governments should emphasize on such rules which cuts off all the extra costs of the contemporary weddings. The government should take measures and take action against those who defy the laws brought forth by it.

In a country where the poverty level is rising with a great number people should spend very smartly. In a country where a lot of people are spending their night’s empty stomach, it is right for a girl to spend ten million on her wedding dress? This is more than injustice to the people who are spending their lives below poverty level.
RESEARCH METHODOLOGY

To have a very beautiful bridal dress is a dream of every Pakistani girl. Wedding day comes only once in a lifetime and it’s a very heart touching experience to any girl. Any girl would want to look out of this world on her wedding day. Some can afford to have lavishly expensive branded bridal dresses. Some can copy a popular designer and make one themselves. And some just agree on what their in-laws get them.

People who are living in a particular society are all the same, it’s their priorities that make them different from each other. Here, I am discussing about the branded bridal dresses who can afford, who cannot and who does not want to even if they can and who are forced to.

Interviews of the designers, brides to be, parents teachers were taken. They were asked many related questions. Similar questions were asked from different people to get an idea of different people’s perspectives. I also interviewed designers by taking an appointment from them; I also contacted them through school to avoid any further complications. Brides to be were interviewed at the prominent parlours, universities, colleges, and prominent shopping places.

Surveys were filled up by female students, textile designers, housewives and teachers to get different perspective of different people. I did three site visits includes interviews with the designers and the labours. I also interviewed the social activists and the economists to have an idea of what they think and how their points are different from the designers. Interviews with the labours were the most important task!

The drawbacks of the questionnaire were that the people often give information which is not relatable to the dissertation. The people were generally very humble and answered me promptly because the topic was interesting for them. Bridal dress interests all the age groups
in girls. I did three open ended interviews with the renowned designers which were Umair Tabani from Sani Maskatiya, Adhnan Pardesi, and Mahwish Hasan from Nida Azwer. These interviews were very helpful because I could extract maximum information and created questions from their answers. These interviews were very helpful as the interviewee could express their perspective thoroughly. Several other designers did not responded because they did not wanted to share their business experiences with me and the designers working under her told me that they are not allowed to answer questions without the boss’s permission.

This dissertation helped me to understand the views of different people. I was always afraid to talk to the designers but when I interviewed them it was a really good experience as they all were very humble and kind.
FINDINGS AND ANALYSIS

Bridal wear is the most important formal wear that exists in our society. The market for bridal wear is growing rapidly with time. There are several retailers now in the markets. Each area has several markets and therefore several retailers. Number of designers is also growing but they are comparatively expensive. People who can afford go to these designers.\footnote{http://123fashionstyle.com/pakistani-dresses-for-ladies/pakistani-wedding-dresses-2014/} The retailers are the labours. They design and make a particular dress themselves. However, the designers’ deals with a proper team where there are other designers, karigars, masters etc.

The cost of bridal wear is get higher and higher. As I interviewed people from different age groups so who ever got married before 2008 had their bridal dress within PKR 1lac. This was the major part of my interview through which I could compare price change.

Mr Adnan Pardesi is a renowned Pakistani designer for bridal wear. He has recently designed a bridal wear for a famous model, Hira Tareen. This dress got a lot of media coverage and was in fashion news for a long time. It was an open ended interview and he briefed me with his colour range, price range, labour costs, material costs etc. The interview went really good as Adnan Pardesi was answering to all my questions very openly.

Adnan told me the difference between his and other designers work is that in every design he keeps his signature style to make it unique and worth the price. He further explained the types of embroideries that are done on his bridal wear that that are very intricate and detail oriented. He said, ‘I am a futurist, modernist artist therefore I like to play with cuts and colours to make my bridal wear worth the price’.\footnote{Adnan Pardesi, face to face interview 2014.}

He further told me that I design everything myself because I am the main designer. All the paper work is done by me, later it is given to the karigars and embroiders to make it. The
price range of Mr Adnan’s bridal outfits are from PKR 2.5 lacs to PKR 7.5 lacs. He further told that there are 80 workers who are working day and night for him. When I asked him that the workers who are working under him are happy or not so he answered, ‘Yes they are happy, when they started they were less aware of the skill, but now they are perfect!’

On the question that whether the cost and value of the particular dress is justified or not, he answered, ‘Depends, it does, maybe! For us it’s about work. Customers only pay for what they get. If they are not happy they would never come’.

The second interview was with Umair Tabani, brother of Sania Maskatiya. He was very humble and kind. He also answered all the questions very well but he was a little hesitant while telling me about his labour cost and all. Sania Maskatiya is an Indus Valley graduate and started her bridal wear line in 2008. Mr. Tabani told me that we work with a team of designers and all the work is equally divided whereas; in the previous interview Adnan Pardesi was the only designer. On the question, that whether the karigars working under you are satisfied with what they are doing so he answered, ‘Obviously! This is their work and they should be happy, they would have left if they were not happy’.

I further questioned him that what’s different about his brand and why do brides prefer to come to them for their bridal wear. So he answered that, ‘Depends on the clients. They look at our good quality and due to good quality products we have built our name in the market’.

The third interview was with Mahwish Hasan, from Nida Azwer. Nida Azwer starts their bridal line in 2005. Nida Azwer is also an Indus Valley graduate and is excelling in the world of fashion. I asked her similar questions, she told us that our signature style is white, gold and

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24 Adnan Pardesi, face to face interview 2014.
25 Adnan Pardesi, face to face interview 2014.
26 Umair Tabani, Sania Maskatiya face to face interview 2014.
27 Umair Tabani, Sania Maskatiya face to face interview 2014.
silver. However, we also work with a lot of colors depending on the color trends of the season. 28 On the question on what’s different about your brand she told us that everything made under the Nida Azwer label is hand-worked in Pakistan using only pure fabrics including Irish linen, chiffons, hand-woven silks and brocade. We are known for infusing our label with attention to detail, innovative cuts, silhouettes and tailoring. 29 She further told me that the labours who are working under them are happy and pretty much satisfied on to what they are doing.

On the question related to the brand name she answered, ‘Brand name is important, because when a client comes to us, they know our brand gives a lot of attention to detail, innovative cuts, silhouettes and tailoring’. 30

All three interviewers were very welcoming and answered the questions calmly. They all had this philosophy that the prices that they are offering are justified because they are putting in their design aesthetics and extra efforts to make the dress special. Two of the designers told me about their signature style that they follow against which they are charging what is justified.

I did three different site visits and interviewed the brides to be, their parents at the local shops and other designers.

The first location where I went to was, the Rizwan Mouzzam at Tariq Road. There I met three girls who were getting their bridal dresses made on order. After this location I opted to go to a designer who is very famous for her bridal dresses. I went to Ayesha Versey’s outlet at Dolmen mall, Clifton an interviewed two girls who are getting married in December 2013.

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28 Mahwish Hasan at Nida Azwer email interview 2014.
29 Mahwish Hasan at Nida Azwer email interview 2014.
30 Mahwish Hasan at Nida Azwer email interview 2014.
My third location was the Banaras silk house at Saddar Bazaar and there I interviewed five girls who are going to get married the next month.

Girls at Tariq road were very excited for their wedding and most of them were with their in-laws. They were selecting the designs and getting them done in different colour schemes and the shop keeper (who was calling himself a designer) was guiding them further. I further questioned the girls about how lavish their wedding will be and how much are you willing to spend on your bridal dress. The girls there were willing to spend maximum 80k at their wedding dress with included two wedding dress (Shaadi and Valima). The shop keeper also had several packages in which two bridal dresses were included in just 80k.

After this I went to Dolmen Mall. There I saw a designer shop, Ayesha Versey. Her shop was full of people who were doing window shopping. There were girls who were there just for the market survey. The outlet is very lavishly designed to attract the elite class only. There I met a girl who was sitting on the sofa and was giving her wedding dress size. I asked her few questions and had a little interview at the site only. She had ordered an Ayesha Versey outfit worth PKR5.5lac. She came to Ayesha Versey because she had no other option left for any other designer as her wedding date got finalised just a month ago. And all other big designers take a year to complete a particular bridal dress. She ordered a readymade outfit from the outlet and was making minor changes in the sizes. She told me that in-laws gave her a range of 6lac and she’s very happy to get her dress in just PKR5.5lac and she saved PKR50k. And here the concept of two day event was not prominent. All the girls here were just having a one day event.

I also interviewed 22 other girls there. 07 girls are willing to spend 5lac + on their wedding dress. 05of them said that they want to look drop dead gorgeous on their wedding day. 6 said,
that’s what’s being happening in our family since a long time and 4 were that they will spend any amount just to get what they like.

My last site visit was at the Banaras Silk House at the Saddar Bazaar. Here people were walking in and picking up whatever they liked. They had fewer options and girls were agreeing on to ready to made items. I interviewed few girls who were there with their in laws. The total amount that the overall girls were willing to spend was 20 to 50k for two bridal dresses. They were making choices from the catalogues and the shop keeper was promising to make the same outfit for them keeping their range in mind. Girls here were more sensible on spending. They were keeping in mind all the minor details through which they could cut down the costs and make it into their range. I questioned them about how other girls in the family got married so they told me that they wore a normal bridal dress which was from the same shop. One girl was very happy that her in-laws took her to select her dress because all the other girls just got their dress a day before wedding and they had no other options.

Shops at Saddar bazaar targets lower middle class people, Tariq road targets all three classes whereas, Dolmen mall just targets the elite class and some of middle class who wish to join in the show off race. If the customer is very clear on what they want and what their range is then it’s pretty much easy for them to make a wise decision.
The results are in this bar chart:

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### Table

<table>
<thead>
<tr>
<th></th>
<th>Rizwan Mouzzam (Tariq Road)</th>
<th>Ayesha Versey (Dolmen Mall)</th>
<th>Mushtaq (Banaras Silk house)</th>
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</thead>
<tbody>
<tr>
<td>The cost of one bridal dress is</td>
<td>70% of the total cost.</td>
<td>50% of the total cost.</td>
<td>20% of the total cost.</td>
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<td>Only 30% is the profit.</td>
<td>Only 50% is the profit.</td>
<td>Only 20% is the profit.</td>
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<td>The embellishments that are embroidered on the dresses are bought from different bazaars of Karachi which includes, Saddar, Lalukhait and Bolten market.</td>
<td>The embellishments that are embroidered on the dresses are bought from the craft shops in Dubai, US and China.</td>
<td>The embellishments that are embroidered on the dresses are bought from the Market nearby, Bolten Market.</td>
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<tr>
<td>Selects low quality and medium quality products to keep the prices nominal.</td>
<td>Selects high quality products, no compromise on the quality. High quality products are always embellished to satisfy the consumer.</td>
<td>Selects low quality and medium quality products to keep the prices nominal.</td>
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<tr>
<td>Bridal dresses price range is from 20k till 10lacs</td>
<td>Bridal dresses price range is from 5 lacs k till 50lacs</td>
<td>Bridal dresses price range is from 5 lacs k till 50lacs</td>
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</table>
Do you think the dress was worth the cost you paid?

Yes  22  55%

No   14  35%

Other 4  10%

What was the overall price of your bridal dress?

within 1 lac  21  50%

within 2 lacs 8  19%

within 3 lacs 2  5%

Other  11  26%
I also did an online survey to target different age groups and professions. It was filled by 45 married girls amongst whom 17 got their clothes made from the designers, 14 got them made by their in laws, and 6 made them by themselves and 3 went to the local shops. On another important question, that was the price worth it, 22 girls said yes, 14 said no, while four did not answer.

Looking back at the entire research of findings, I came to this conclusion that the designer are somehow justifying the price. For example Adnan Pardesi is adding up his signature style and paying all the 80 workers who are working day and night. According to him, he keep his eye on everything that happens on the dress. It’s treated as a canvas to make it more artistic and worth the price.

All the designers are using imported items that are used in the dress which obviously add up the cost whereas, the local shopkeepers are using local raw material to keep the prices affordable.

Designers are paying the labours well. According to Adnan and Nida they are paid extra for their overtime, holidays are paid, they provide them with food due to which they are very happy and satisfied.

With the help of the interviews I also came across the fact that the designers are charging extra for their brand name because due to their quality and extra input they have maintained the image in the market and according to them it’s fair to charge the clients because that’s their speciality.
CONCLUSION

A bridal dress is surrounded by a lot of personal value. It has the attachment that makes it very special for any girl. It’s a dream for every girl to look beautiful in her bridal dress, for which they go through many hardships to ensure its perfection. The wedding day is a very important day in a girl’s life which is why it is very close to her heart. To make a dress perfect and the wedding flawless for the bride, we have several designers in our society. A perfect bridal dress takes in a lot of hard work and effort by the labours and the designers to be made. The issue at hand here is that with the branded bridal dresses priced so highly, does the concept of value and worth being two separate things come into play while assessing the price tags?

The idea of a simple wedding gathering is deteriorating from our society and will soon be extinct if the trend continues. Some people, who also play the role of trend setters in a society, create a huge problem for the lower/middle class population who spend their lifetime’s savings on a single day. A standard middle class family save their entire life earnings for the wedding to come at par with the standards of the society.

Then the concept of actual cost comes in. How much is the labour paid, how much does the material cost and then how much is the price of the unique idea. Therefore I interviewed some designers to get an idea about how much are their cost structures. Designers pay their workers on their efficiency and the overall performance.

Those who can afford them, go to the designers and those who cannot, simply find other ways to look equally beautiful with what they have. If a girl is going to a designer, this does not mean that she is showing off. It’s because she can afford the luxury of a branded dress. In our markets we can easily have nice bride wear worth PKR20k and also worth PKR200k also. It clearly depends on who can afford what.
When deciding the overall cost, the designers do take into account the cost and value to calculate the overall price. Some designers charge a lot of profit, while others however charge less. But then it also depends on the quality and the amount of effort one has put in. For example Bunto Kazmi charges a lot more than what Adnan Pardesi does. That’s probably because of the fact that the raw material used in Bunto’s dresses is imported from aboard, which adds to the overall cost of that dress.

So, to sum it up, my analysis of this question is very simple. It’s not a question of cost and worth, but simply that people who find worth in the highly-priced dresses go and get them made from the top-notch designers, and those who don’t, resort to other means. After all, the concept of worth, in its entirety is very subjective indeed and hence different for every person. What may be worthy for one may not be for another, and this is the premise on the basis of which the costs of these lavish dresses are justified. Like an opinion on anything else, the same goes for these dresses when some people are for them while others may not share their enthusiasm on the matter.
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  Pakistani dress for ladies.
  
  
  Smart weddings from show to intimate.
  
  
  Karchista.
One dish, Pakistani weddings.

Pakistani Bridal wear

Face to Face interview with Adnan Pardesi
Face to face interview with Umair Tabani (Sani Maskatiya)
Face to face interview with Rizwan Mouzzam (Tariq road)
Face to face interview with Ayesha Warsey (dolmen mall)
Face to face interview with Mushtaq (Banarsi Silk Palace- Saddar)
Online interview with Mahwish Hassan (Nida Azwer)