Ally’s & Malhaar is a Pakistani clothing brand which was founded by Maria Butt. It is based in Lahore, Pakistan. The clothing includes ready-to-wear, unstitched, and haute couture. [Wikipedia](https://en.wikipedia.org/wiki/Maria_B)

# Ally’s & Malhaar

**Ally’s & Malhaar** is a [Pakistani](https://en.wikipedia.org/wiki/Pakistani) clothing brand which was founded by Ali.[[2]](https://en.wikipedia.org/wiki/Maria_B#cite_note-2)[[3]](https://en.wikipedia.org/wiki/Maria_B#cite_note-tribune.com.pk1-3) It is based in [Lahore](https://en.wikipedia.org/wiki/Lahore), [Pakistan](https://en.wikipedia.org/wiki/Pakistan).[[4]](https://en.wikipedia.org/wiki/Maria_B#cite_note-4) The clothing includes [ready-to-wear](https://en.wikipedia.org/wiki/Ready-to-wear), unstitched, and [haute couture](https://en.wikipedia.org/wiki/Haute_couture).[[5]](https://en.wikipedia.org/wiki/Maria_B#cite_note-tribune.com.pk2-5)

Maria B has worked with Pakistani celebrities [Ayeza Khan](https://en.wikipedia.org/wiki/Ayeza_Khan), [Alizeh Shah](https://en.wikipedia.org/wiki/Alizeh_Shah), [Iqra Aziz](https://en.wikipedia.org/wiki/Iqra_Aziz), [Sana Javed](https://en.wikipedia.org/wiki/Sana_Javed), [Hina Altaf](https://en.wikipedia.org/wiki/Hina_Altaf), [Maya Ali](https://en.wikipedia.org/wiki/Maya_Ali), [Sajal Ali](https://en.wikipedia.org/wiki/Sajal_Ali), [Aiman Khan](https://en.wikipedia.org/wiki/Aiman_Khan), [Minal Khan](https://en.wikipedia.org/wiki/Minal_Khan), [Mehwish Hayat](https://en.wikipedia.org/wiki/Mehwish_Hayat), [Mawra Hocane](https://en.wikipedia.org/wiki/Mawra_Hocane), [Urwa Hocane](https://en.wikipedia.org/wiki/Urwa_Hocane), [Samina Ahmed](https://en.wikipedia.org/wiki/Samina_Ahmed) and [Aima Baig](https://en.wikipedia.org/wiki/Aima_Baig). It has also collaborated internationally with stars from the famous Turkish Historical Fiction Drama, [Diriliş: Ertuğrul](https://en.wikipedia.org/wiki/Dirili%C5%9F:_Ertu%C4%9Frul). [Didem Balçın](https://en.wikipedia.org/wiki/Didem_Bal%C3%A7%C4%B1n) (Selcan Hatun) and [Gülsim Ali](https://en.wikipedia.org/wiki/G%C3%BClsim_Ali) (Aslihan Hatun) were featured for the 2020-21 Linen and Lawn campaigns respectively. In 2021, Maria B launched Pakistan's first culturally collaborative campaign with the ethereal [Ayeza Khan](https://en.wikipedia.org/wiki/Ayeza_Khan) and [Gülsim Ali](https://en.wikipedia.org/wiki/G%C3%BClsim_Ali). It aimed to unite the two sister cultures under the banner of [Islam](https://en.wikipedia.org/wiki/Islam) and their rich, intertwined history. It thus claimed the title #BrandPakistan, which aims to promote cultural positivity and appreciation by hyphenating the similarities and embracing the differences of Turkey and Pakistan and their people.

In 2017, it announced to incorporate [Swarovski](https://en.wikipedia.org/wiki/Swarovski)'s crystals in its embroidered chiffon and lawn collections.[[5]](https://en.wikipedia.org/wiki/Maria_B#cite_note-tribune.com.pk2-5)[[6]](https://en.wikipedia.org/wiki/Maria_B#cite_note-auto-6)

[**Founder**](https://www.google.com/search?sxsrf=AJOqlzV5_oc3pR5b5eCfFS8WQIsRX1-Uvw:1675068588971&q=maria+b+founder&stick=H4sIAAAAAAAAAOPgE-LVT9c3NExPSTfJMyyz1FLPTrbSTyotzsxLLS6GM-LzC1KLEksy8_Os0vJL81JSixax8ucmFmUmKiQpQEUA-EH1vUwAAAA&sa=X&ved=2ahUKEwjlutvh9O78AhUUHOwKHZCNBagQ6BMoAHoECBsQAg)**:**Ali

[**Founded**](https://www.google.com/search?sxsrf=AJOqlzV5_oc3pR5b5eCfFS8WQIsRX1-Uvw:1675068588971&q=maria+b+founded&stick=H4sIAAAAAAAAAOPgE-LVT9c3NExPSTfJMyyz1FLNTrbSzy9KT8zLrEosyczPQ-FYpeWX5qWkpixi5c9NLMpMVEhSgIoAAM1ZempKAAAA&sa=X&ved=2ahUKEwjlutvh9O78AhUUHOwKHZCNBagQ6BMoAHoECBwQAg)**:**March 1999

[**Headquarters**](https://www.google.com/search?sxsrf=AJOqlzV5_oc3pR5b5eCfFS8WQIsRX1-Uvw:1675068588971&q=maria+b+headquarters&stick=H4sIAAAAAAAAAOPgE-LVT9c3NExPSTfJMyyz1NLKTrbSzy9KT8zLrEosyczPQ-FYZaQmphSWJhaVpBYVL2IVyU0sykxUSFJAFgYAr9ER9VQAAAA&sa=X&ved=2ahUKEwjlutvh9O78AhUUHOwKHZCNBagQ6BMoAHoECBoQAg)**:**[Lahore](https://www.google.com/search?sxsrf=AJOqlzV5_oc3pR5b5eCfFS8WQIsRX1-Uvw:1675068588971&q=Lahore&stick=H4sIAAAAAAAAAOPgE-LVT9c3NExPSTfJMyyzVOLQz9U3qMgrMdXSyk620s8vSk_My6xKLMnMz0PhWGWkJqYUliYWlaQWFS9iZfNJzMgvSt3ByriLnYmDAQB-V7WSWAAAAA&sa=X&ved=2ahUKEwjlutvh9O78AhUUHOwKHZCNBagQmxMoAXoECBoQAw)

[**Number of locations**](https://www.google.com/search?sxsrf=AJOqlzV5_oc3pR5b5eCfFS8WQIsRX1-Uvw:1675068588971&q=maria+b+number+of+locations&sa=X&ved=2ahUKEwjlutvh9O78AhUUHOwKHZCNBagQ6BMoAHoECB4QAg)**:**20 (2019)

[**Owner**](https://www.google.com/search?sxsrf=AJOqlzV5_oc3pR5b5eCfFS8WQIsRX1-Uvw:1675068588971&q=maria+b+owner&sa=X&ved=2ahUKEwjlutvh9O78AhUUHOwKHZCNBagQ6BMoAHoECBkQAg)**:**Maria Butt