ABOUT US

Our Philosophy

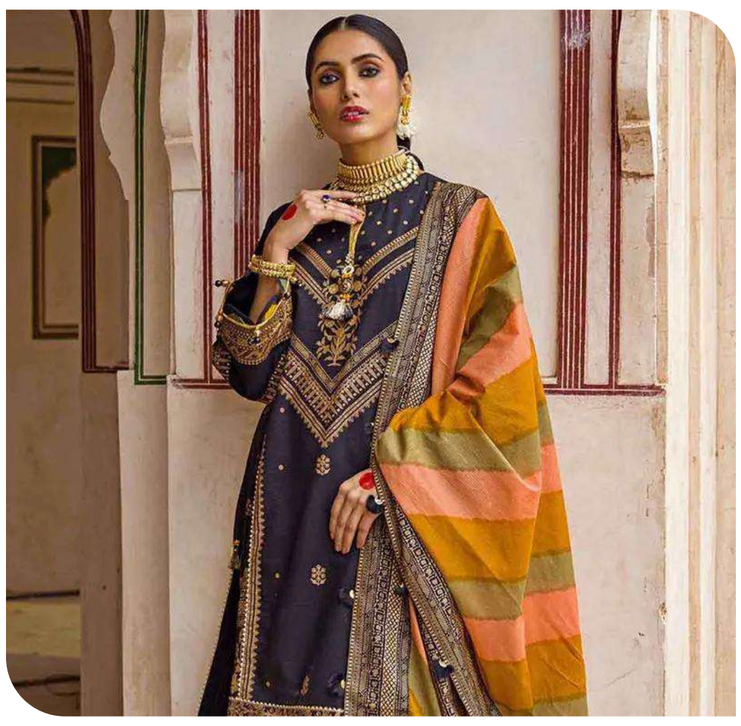
At Gul Ahmed, we draw our inspirations from the diverse global arena and pack it under one roof, to share the fact that beauty is universal. We constantly strive to challenge the limitations of all the possibilities when it comes to weaving, printing, embroidery & embellishments. The cloth used is not mere fabric for us, we treat it like an artist treats his canvas; with the love, respect and dedication that it deserves. Here at Gul Ahmed, we understand that style and fashion are a vital part of your lives and so we strive to bring it to your doorstep in the easiest possible way. Gul Ahmed's motto has always been to provide excellent quality and service.

Our About Ideas by Gul Ahmed

At Ideas by Gul Ahmed, you will find a variety of fashion lines including prêt wear, unstitched fabric (for males and females), polo shirts, formal and semi formal wear (for men) and the diverse range of casual and formal wear (for women). Over the years, Gul Ahmed has introduced a number of new trends including high-class G.prêt wear, Chantilly Chiffon, Chairman Latha (for men), Digital-print Kurtis, Accessories (shoes and handbags), Home Items (bedding, cushions and bath items) and so much more. Our designs are fashionably contemporary yet timeless because of their strong pedigree. It is our originality and respect for business ethics that today, Gul Ahmed ranks as one of the leading clothing brands across Asia. Gul Ahmed not only provides fashion at great value, but also caters to various customer needs by offering a diverse product mix. This leads to a complete and enjoyable retail experience. At Gul Ahmed we don't just aim at setting trends, but believe in mastering them. As a result of this, the chain has expanded up to over 100 outlets across Pakistan since its inception in 2003. This has contributed greatly to it becoming the largest lifestyle and fashion store in Pakistan.

About the Company

The story of textiles in the subcontinent is the story of Gul Ahmed. The group began trading in textiles in the early 1900s. The group entered in the field of manufacturing with the establishment of today's iconic name of Gul Ahmed Textile Mills Ltd (GTM). With an installed capacity of more than 130,000 spindles, 300 state-of-the-art weaving machines and most modern yarn dyeing, processing & stitching units, Gul Ahmed is a composite unit – making everything from cotton yarn to finished products. Gul Ahmed has its own captive power plant comprising of gas engines, gas & steam turbines, and backup diesel engines. Believing in playing its role in protecting the environment, Gul Ahmed has also set up a waste water treatment plant to treat 100% of its effluent, bringing it to NEQS levels.
Today, Gul Ahmed is a vertically-integrated operation, with everything from manufacturing across all stages, to retail all under one umbrella. The company was listed on Karachi Stock Exchange in 1972



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LOGIN

Email

abc@gmail.com

Password

****

Forgot Password?

LOGIN

Don't Have An Account? Register Now

OR

Login using Gmail

Login using Facebook

ideas

REGISTER

First Name

Afzal

Last Name

Khan

Email

Password

******

Confirm Password

******

REGISTER

Already Have An Account? Login

OR

Login using Gmail

Login using Facebook

B&W Colour (3Pcs) 4.3 ★

RS 3,000

Mint Colour (3Pcs) 4.3 ★

RS 3,500

Blue Colour (3Pcs) 4.3 ★

RS 3,500

Yellow Colour (3Pcs) 4.4 ★

RS 3,700

Purple Colour (2Pcs) 4.3 ★

RS 3,000

LOGIN

LOGIN

REGISTER

REGISTER

ideas

Home | Shop | New Arrivals | Blog | About Us

0

LOGIN/SINGUP

ideas

Home | Shop | New Arrivals | Blog | About Us

0

LOGIN/SINGUP

ideas

Home | Shop | New Arrivals | Blog | About Us

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0

LOGIN/SINGUP

EXPLORE NOW

EXPLORE NOW

EXPLORE NOW

SHOP NOW

SHOP NOW

SHOP NOW

About the Project

The primary objective of this project was to revamp the existing Gul Ahmed website to enhance its user interface (UI) and overall user experience (UX). The original site, while functional, exhibited several limitations that detracted from its effectiveness and modern appeal.

The website had several limitations, including an outdated design that didn't meet modern e-commerce standards, making it less appealing to users. The site was cluttered with too much disorganized information, hindering navigation and increasing the bounce rate. The payment page lacked clear formatting, making the checkout process confusing and prone to cart abandonment. Product pages were visually unappealing, negatively impacting the shopping experience. Additionally, the site lacked effective CTAs, which could lead to user confusion and lower conversion rates.

Changes Implemented

The Gul Ahmed website was modernized with a sleek design, featuring a cleaner layout, improved typography, and a cohesive color scheme aligned with the brand's identity, enhancing visual appeal and user-friendliness. The information architecture was reorganized to reduce clutter, making navigation easier and more intuitive. The payment page was restructured with a clear format, simplifying the checkout process. Product pages were revamped with high-quality images and better layouts, improving the shopping experience. Additionally, strategically placed CTAs were introduced to guide users effectively, contributing to a more enjoyable and efficient shopping journey, ultimately boosting engagement and conversions.

In Stock

In Stock

From Classic to Contemporary, Find Your Fashion Identity with Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EXPLORE NOW

NEW ARRIVALS

Ready to wear | Unstitched | Jewellery | Western

Name of the product

RS 3,000 | 4.9 ★

Name of the product

RS 3,000 | 4.9 ★

Name of the product

RS 3,000 | 4.9 ★

VIEW ALL

Behind the Brand

At Gul Ahmed, we are more than just a fashion brand—we are a legacy of style, quality, and tradition that has been weaving its story since 1953. Rooted in the rich heritage of Pakistan, we blend timeless craftsmanship with contemporary design, bringing you a diverse range of fabrics, clothing, and home accessories that reflect elegance and sophistication. Whether you seek the vibrancy of traditional prints or the sleek lines of modern fashion, our collections are crafted to help you express your unique identity with every piece you wear. Welcome to the world of Gul Ahmed, where fashion meets tradition.

VIEW MORE

Customer Favourite of the Month

Discover the top pick that our customers can't get enough of this month. Crafted with the finest materials and designed to perfection, this best-seller embodies the elegance and style that defines Gul Ahmed. Don't miss your chance to own this stunning piece—add it to your collection today!

SEE MORE

B&W Colour (3Pcs) 4.3 ★

RS 3,000

OUR PRODUCTS

WOMEN | MEN | JEWELLERY | SHOES | BAGS | KIDS | FRAGRANCES

Dobby Printed Co-Ord Set

RS 6,000

6565

RS 3,000

5645

RS 3,000

BLUE

RS 3,000

RED

RS 3,000

PINK

RS 3,000

VIEW MORE

AZAADI SALE

Celebrate National Day with Gul Ahmed's Latest Azaadi Collection.

23 HRS | 20 MIN | 30 SEC

SHOP NOW

Hear From Our Customers

Ahmed H.

Top-Notch Quality and Style

"Gul Ahmed is my go-to for traditional wear. I recently bought a kurta, and the fabric was both comfortable and stylish. The fit was perfect, and I got plenty of compliments. It's great to have a brand that nails both elegance and comfort. I'll definitely be back for more!"

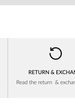
Ayesha S.

A Perfect Blend of Tradition and Modernity

"I recently bought a formal outfit for a family wedding, and it was a hit! The attention to detail, from the intricate patterns to the perfect fit, is what sets this brand apart. I love how they honour cultural heritage while keeping the designs fresh and modern."

"I've been
disappoint. Th

FOLLOW US ON



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SALE

WOMEN | MEN | JEWELLERY | SHOES | BAGS | KIDS | FRAGRANCES

Dimlla Printed Cut Dot Set
RS 6,000

Green Building 3Pcs
RS 3,500

Grey Unstitched Fabric
RS 3,500

VIEW MORE

LIMITED EDITION

WOMEN | MEN | JEWELLERY | SHOES | BAGS | KIDS | FRAGRANCES

SLD-23-56
RS 3,000

BLEU
RS 3,000

Lawn Unstitched
RS 3,000

VIEW MORE

LAWN 2024

WOMEN | MEN | JEWELLERY | SHOES | BAGS | KIDS | FRAGRANCES

SLD-23-56
RS 3,000

BLOOMMU
RS 3,000

JKU
RS 3,000

VIEW MORE

UNSTITCHED

ESSENTIAL | 1Pcs | 2Pcs | 3Pcs | PREMIUM | CHUNRI | MOTHER

Jacquard Shirt-SLD-23-56
RS 3,000

ASHS
RS 3,000

SAHS
RS 3,000

VIEW MORE

MEN

UNSTITCHED | WESTERN | EESTERN | SHOES | 2Pcs | 3Pcs | FRAGRANCES

GREEN
RS 3,000

BLACK
RS 3,000

BROWN
RS 3,000

VIEW MORE

WOMEN

SOLIDS | KAAU | SALT | DIGITAL | SCARVES | FORMAL | SHOP ALL

BLUE
RS 3,000

RED
RS 3,000

PINK
RS 3,000

VIEW MORE

KIDS

JR GIRLS | JR BOYS | TODDLER BOYS | TODDLER GIRLS | SHOES | SHOP ALL

SLD-449
RS 3,000

2-Pcs jam
RS 3,000

Kurk
RS 3,000

VIEW MORE

SALT

WOMEN | MEN | JEWELLERY | SHOES | BAGS | KIDS | FRAGRANCES

KIDS
RS 3,000

SLD1
RS 3,000

SLD2
RS 3,000

VIEW MORE

BAGS

WOMEN | LUXURY | LEATHER | CASUAL | SHOP ALL

CLU-A10
RS 3,000

BLU-V04
RS 3,000

CLU-A05
RS 3,000

VIEW MORE

JEWELLERY

EARRING | RINGS | NECKLACE | SHOP ALL

NE-T04
RS 3,000

MRM-E09
RS 3,000

NIPSP-B02
RS 3,000

VIEW MORE

SHOES

WOMEN | MEN | FORMAL | HEELS | FLATS | KIDS | SHOP ALL

HEEL-S02
RS 3,000

BRWN-S5
RS 3,000

MRM-KHCL
RS 3,000

VIEW MORE

FRAGRANCES

FOR HER | FOR HIM | FOR KIDS | SHOP ALL

SLD-23-56
RS 3,000

AE-BF04
RS 3,000

23-BF-05
RS 3,000

VIEW MORE

IDEAS HOME

NEW | BEDDING | CUSHION | RUG | CURTAIN | PILLING | SHOP ALL

SLD-23-56
RS 3,000

WCB5
RS 3,000

SHOS5
RS 3,000

VIEW MORE

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Create Account
Order History
Order Status

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NEW ARRIVALS

Jacquard Shirt GLS-23-56

RS 3,000

Green Bedding 3Pcs

RS 3,000

Grey Unstitched Fabric

RS 3,000

GLS-23-56

RS 3,000

BLEU

RS 3,000

Lawn Unstitched

RS 3,000

GLS-23-56

RS 3,000

BLEMMNU

RS 3,000

JRJ

RS 3,000

626

RS 3,000

6565

RS 3,000

5645

RS 3,000

GREEN

RS 3,000

BLACK

RS 3,000

BROWN

RS 3,000

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BLOG

Sparkle and Shine: Discover Ideas Exquisite Jewellery Collection

Categories: GulAhmed Fashion

Sparkle and Shine: Discover Ideas Exquisite Jewelry CollectionIn the ever-evolving fashion world, jewelry remains the timeless glam dash that adds elegance, style, and personality to any outfit. It elevates your...

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Discover the Elegance of Boski: Gul Ahmed's Premium Shalwar Kameez Guide

Categories: GulAhmed Fashion

Discover the Elegance of Boski: Gul Ahmed's Premium Shalwar Kameez GuideBoski, in the diverse landscape of Pakistani fashion, stands as one of the most timeless, elegant, and luxurious. Coming from...

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Create Your Dream Cozy Bedroom: Shop Gul Ahmed's Top Bedding Collection

Categories: GulAhmed Fashion

Create Your Dream Cozy Bedroom: Shop Gul Ahmed's Top Bedding CollectionCreating a cozy bedroom is all about combining comfort, style, and functionality. Gul Ahmed's Bedding Collection offers a wide...

READ MORE...

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SHOPPING CART (2 Items)

Item	Details	Price	QTY	Subtotal
	Dobby Printed Co-Ord Set Women Size: X-Large EDIT	RS 6000	1	RS 6000
	Pink Digital Print Lawn Women Size: Large EDIT	RS 4000	2	RS 8000

Order Summary

APPLY DISCOUNT

Enter code here...

Shipping Charges: RS 100

Total: RS 14,100

CHECKOUT

MORE CHOICES

5151

RS 3,000

5151

RS 3,000

1515

RS 3,000

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XS

XS

XS

Cash On Delivery

Cash On Delivery

Cash On Delivery

Cash On Delivery Fees: RS. 100. Refunds On Cash On Delivery Orders Will Be Transferred To Your E-Wallet.

CHECKOUT

CHECKOUT

CHECKOUT

Shop

Shop

- Sale
- Lawn
- Limited Edition
- Unstitched
- SALT
- Men
- Women
- Kids
- Shoes
- Bags
- Fragrances
- Jewellery
- Ideas Home

Product Details

Product Details

Elevate Your Wardrobe With This Vibrant And Chic Dobby Printed Co-Ord Set, Perfect For A Stylish Yet Comfortable Look. The Set Features A Beautiful Floral Pattern With A Mix Of Orange, Blue, And Green Hues, Offering A Fresh And Lively Aesthetic. The Kurta Is Designed With A Straight Cut, Providing A Relaxed Fit That Ensures Comfort Throughout The Day. Paired With Matching Trousers, The Set Creates A Cohesive And Effortlessly Fashionable Outfit.

Key Features:

- Fabric: Dobby, Known For Its Textured Weave That Adds Depth And Interest To The Fabric.
- Design: Floral Print That Exudes Elegance And Vibrancy.
- Fit: Relaxed Straight Cut For Both The Kurta And Trousers, Ensuring A Comfortable And Flattering Silhouette.
- Occasion: Ideal For Casual Outings, Semi-Formal Gatherings, Or A Stylish Day Out.

This Co-Ord Set Is A Versatile Addition To Your Wardrobe, Perfect For Those Days When You Want To Look Put Together With Minimal Effort.

ideas

Delivery

First Name

Last Name

Contact Number

Address

Country

Region

City

NEXT

Order Summary

Items Total	RS 14000
Standard Delivery	RS 100
Tax	RS 200
Total	**RS 14,300**

Dobby Printed Co-Ord Set IPS-24-187

SKU#1 333445

In Stock

RS 6,000

Size Chart

XS | S | M | L | XL

1

ADD TO CART

Product Details

SIMILAR PRODUCT

626

RS 3,000

6565

RS 3,000

5645

RS 3,000

5151

RS 3,000

5151

RS 3,000

1515

RS 3,000

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ideas

Delivery

Payment

Credit/ Debit Card

JazzCash

Cash On Delivery

NEXT

Order Summary

Items Total	RS 14000
Standard Delivery	RS 100
Tax	RS 200
Total	**RS 14,300**

Review Order

Shipping To

Afzal Khan,
Street No. 24, Abu Bakr Block, Bahria Phase 8,
Rawalpindi, Punjab, Pakistan
03439567002

Edit

Payment Details

Cash On Delivery
RS. 14,400

Edit

Place Order

Order Summary

Items Total	RS 14000
Standard Delivery	RS 100
Tax	RS 200
COD	RS 100
Total	**RS 14,400**

ideas

Your Order Is Confirmed

Tracking ID: AE0294567

RETURN TO HOME