



C R I M S O N  
L A W N

|  
*by*



FARAH TALIB AZIZ



**“I don't believe in magic.”**  
the young boy said.

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**“You will when you see her.”**  
the old man smiled.

CRIMSON is a retail collaboration between Akram Group of Companies and Farah Talib Aziz. Akram Group of Companies has a wealth of experience in retail, healthcare, real estate development and textiles with a resolve to deliver the best quality. The Farah Talib Aziz brand is famous for creating exquisite clothes and accessories. Her pieces have won many hearts - CRIMSON promises to charm millions more with the Farah Talib Aziz design aesthetic.

CRIMSON, the color of strength, captures the essence of being a woman. We at CRIMSON want you to feel your most beautiful self. Our clothes, like the women that will wear them, are bright, exquisite and beautiful!

*Message from the Creatives*

## *Farah Talib Aziz & Malika Aziz*

**A classic piece is made when past and present intermingle so intangibly that one stands in awe of its wonderful sophistication.**

Our collaboration with Akram Group allows us to bring our brand aesthetic to the commercial forefront under the brand CRIMSON. Their stress on quality and efficiency allows us to focus on creating unique and versatile collections brought to the consumers at remarkable price points.

We have worked for months now to evolve our Spring 2016 collection into an ode to the crème of all culture, a signature of impearlistic art, literature and theatre. We have traveled across the world to the capitals Mediterranean indulgence and the epicenter of European fashion to draw inspiration from their old world elegance, undeniable charm and magnetic warmth! We have collected handmade tea sets, hidden details in architecture, wrought iron gates, floral-strewn napkins, water color paintings of park benches, centuries old wall murals, ruby encrusted detailing on Louise the 16th's shoes and most of all the feelings of fascination and happiness that captivated us.

We turned each one of our findings into a practically wearable creation that is timeless, feminine and sophisticated. Each design brings forth an element of fun and playfulness yet maintains its elegance and poise. Each print tells a story of its birth while featuring the element that inspired its creation. Our collection will make its owner feel effortlessly styled and undeniably beautiful while instilling a feeling of happiness and air of confidence.

**Celebrate spring, celebrate you!**



*Message from the CEO*

## *Anum Javed Akram*

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When we dreamt of CRIMSON, back in September, we didn't just want to create a brand that sold exquisite clothes, we wanted to build a company that celebrates women - celebrates them for being strong, beautiful and imperfectly perfect.

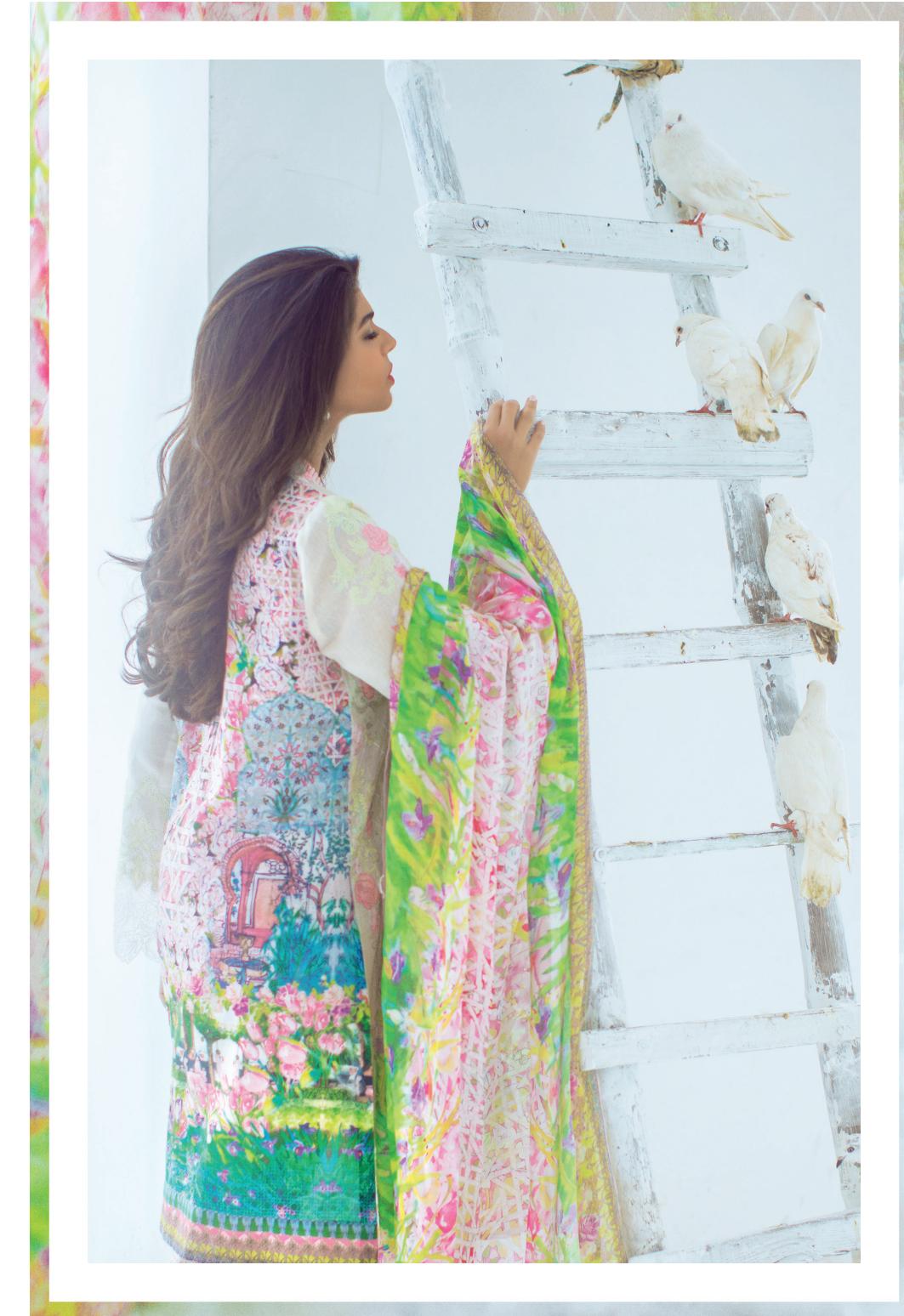
We also all understood, over years of working with women, that all women are beautiful - not in the clothes they wear, the figure they carry or the way they apply their eyeliner - but in their silent determination, their passion, their spines of steel and their sense of humor.

Our debut collection celebrates all that we believe in and we are so excited to share it with you! Our group's commitment to quality shines through this collection and all collections that will follow - we have used only the best quality PIMA cotton, pure chiffon and silk, the finest embroidery threads and state of the art printing techniques. But nothing comes to fruition without a stellar team and I for one couldn't have asked for a more committed, hardworking group of people to work with.

I can only describe this collection as our labor of love - after months of tedious research, hundreds of color samples, countless laboratory tests for fabric, and way too many all-nighters, we present to you the Crimson Lawn by Farah Talib Aziz S/S 2016 Collection. We hope you enjoy wearing it as much as we loved making it for you!

**Stay beautiful.**





CL001(A)

CHICKENKAARI TAPESTRY (IVORY)



CL001(B)

CHICKENKAARI TAPESTRY (PALM)





CL002(A)

MIST (DARK)



CL002(B)

MIST (SILVER)





CL003

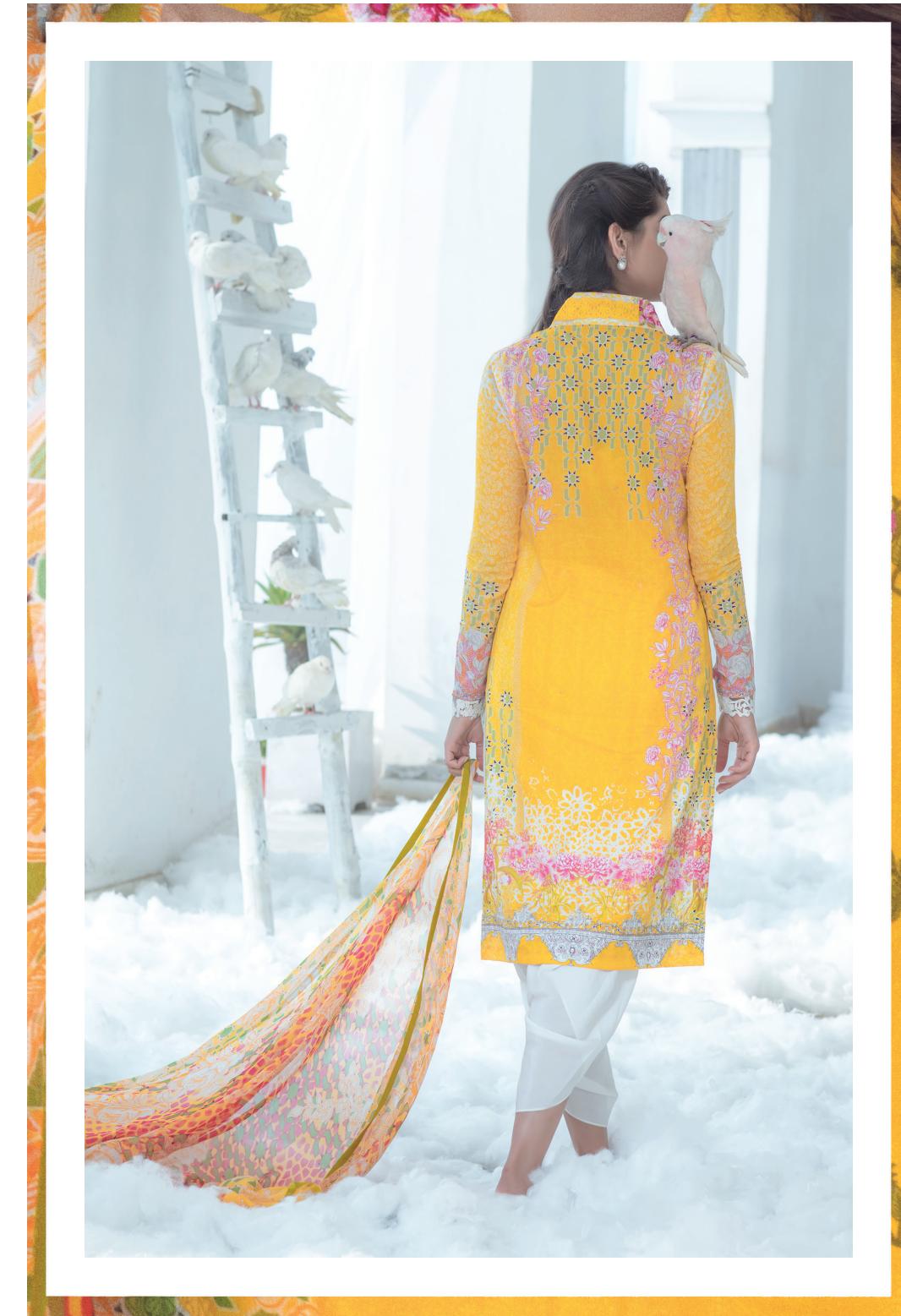
APRICOT VILLA





CL004

MARRAKECH MELBA



CL005

TOPAZ TERRACE





CL006(A)

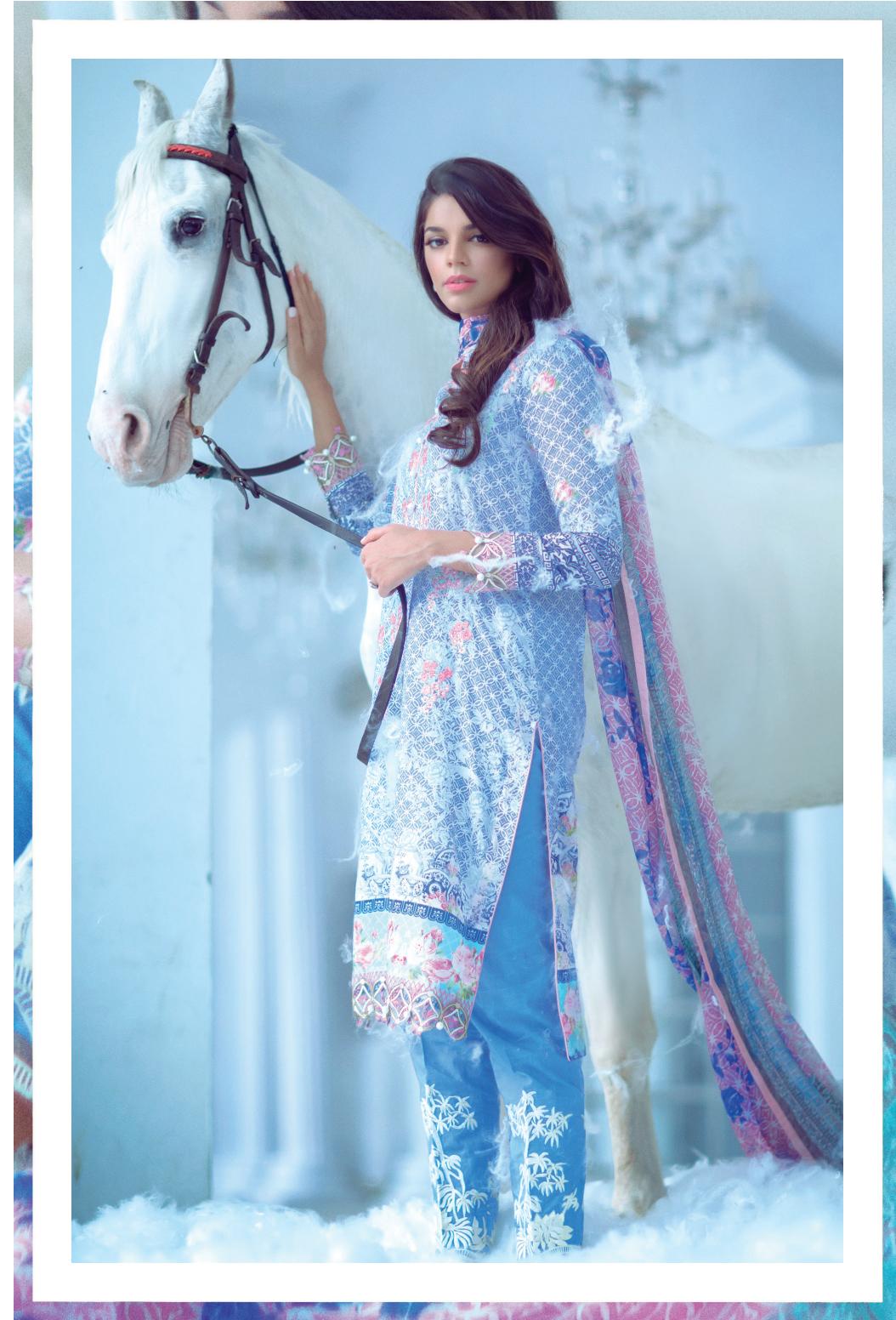
DANCING DAHLIA (MUAVE)





CL006(B)

DANCING DAHLIA (OPAL)



CL007

WEDGWOOD WISTERIA



CL008

MIDNIGHT GARDEN



CLoog(A)

GHAARA GARNISH (GARNET)



CLoog(B)

GHAARA GARNISH (VOLET PINK)



CL010(A)

TREE OF LIFE (ORCHID)





CL010(B)

TREE OF LIFE (RUSTIC)





CL011

MINT LEMON MERINGUE





MODEL | SANAM SAEED     SHOOT | ABDULLAH HARIS     MAKE UP / HAIR | NATASHA KHALID

CRIMSONPAKISTAN



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