

The Nation

# WEEKEND

@weekendmagazine2.0

ISSUE 277



Add to cart  
**incredible**  
local products by  
trailblazing  
**homegrown brands**

DECODING  
THE STYLE DNA  
OF THE WEEK'S  
**BEST DRESSED**

**Monochrome**  
Brights  
the **tonal trend**  
gets a **bold**  
makeover

**Essential**  
reads for 2021  
Pakistani storytellers  
packed with promise

BOSS LADY  
Urwa Hocane  
features in  
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# MoltyFoam

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# 2in1

M A T T R E S S

ORIGINAL  
SIDE



FIRM  
SIDE

For the first time in  
Pakistan Master MoltyFoam introduces 2in1 mattress range.  
These high-performance mattresses allow you to enjoy the best of  
two different comfort levels in one mattress.





**PKR 5500**

**@verandaatfive**

If you're looking for a fun statement piece to add life to your interiors your search ends here. This contemporary home accessories brand based in Karachi, offers gorgeous and unique cushions, furniture and interior accents for the style savvy customer. We've got our eye (pun intended here) on this embroidered luxe pink velvet cushion with high quality wool stuffing.

**@thecococurls**

Making products for curly, wavy, and textured hair, Coco Curls goal is to help people embrace the beauty of their natural hair texture. Utilising powerful natural ingredients to optimise hair growth, shine & health, this new homegrown brand is organic, vegan and cruelty free. With ingredients that work like magic like sesame oil, jojoba oil, almond oil and more, we have seen the condition of our hair completely transform. Say bye to harmful sulfates, silicones and parabens that damage your mane over time and embrace these powerhouse formulas for the best hair of your life! We love that they also have a recycling program where they accept all used product bottles to reduce waste and offer customers a discount for bringing them back to incentivise them.



**PKR 3429**

**PKR 3429**

# WEEKEND LOVES

**PKR 4500**

**@roshanay.co**

Roshnay aims to bring contemporary designs, beauty in simplicity and affordable luxury to the Pakistani jewelry market. Proudly made in Pakistan, each piece celebrates the opulence of fine jewelry simplified for everyday wear. We adore their moon dust ring with sparkling smokey zircons & fiery red stones that sets on double fingers. A true statement piece and conversation starter! The Tulip earrings are also on our wishlist for good reason! Handcrafted in silver, this bold and contemporary piece is sure to add a touch of effortless glam to any ensemble.

**PKR 6900**

**@sheh.noor**

ShehNoor is a home-based jewelry brand founded and run by the very enterprising Anusheh, who at 23 years old handles all aspects of this venture. The pieces are all meticulously handcrafted and unique, using gold plated brass, pearls & semi precious gemstones. Each beautifully crafted item is thoughtfully conceptualised to meld old world charm & modern minimalism resulting in unique and stunning jewelry that makes the heart sing. We are totally obsessed with these statement bangles & gorgeous earrings! Love love love!



**PKR 8500**

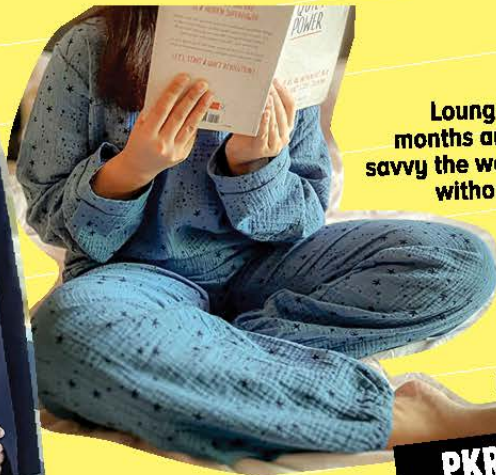


**PKR 3800**





**PKR 8000**



**PKR 3990**

**@saso.pakistan**

Loungewear & effortless comfort has reigned supreme for the past 10 months and now we can't imagine a different fashion future! The fashion savvy world over have embraced the merits of cozy clothing that is chic without compromising on comfort. So it comes as no surprise that we have fallen in love with this fun local apparel brand that offers cute loungewear options that we'd be happy to wear at home or out! Their crinkled cotton Pj set with a whimsical star print doubles as day wear or sleep wear and we absolutely love love love this taupe knitted woolen co-ord that is infinitely versatile with it's styling possibilities. Check out their page pronto for lots of fun options whether you prefer romantic lacey styles or more minimal looks.

**@bonbon.pk**

We're all about the cozy knits right now and this brand's gorg apparel is high on our wishlist. We love their chunky knit cardigan with detailed pattern work that has all the appeal of sweaters hand-knitted by naani! Throw it on over a skirt to add a laid back edge to your look or just with some jeans for a stylish lunch with the gals. And how cute is this long sweater dress with a ruffled hem? Comfy, warm but incredibly chic. Check out their page for items that are trendy without being too try hard, and reasonably priced without compromising on material quality. Thank us later!



**PKR 6700**



**PKR 6950**

**Deodarant Stick  
PKR 700**

**Lip/cheek/eye paint  
PKR 800**



**@mah.riyah**

We love that this skincare brand is all about healing through elements of nature. The brand's founder Maria Shahzad is committed to moving towards a more sustainable approach to living, so we can harness the power of natural ingredients without causing our planet unnecessary damage. We are huge fans of their skincare & cosmetic products that are full of healing, nourishing ingredients. With moisturising oils like almond, castor and coconut as well as shea butter, their lip paints (which are multipurpose) are deeply hydrating.

The white clay masque is a real skin problem solver with kaolin clay to detoxify, oat powder for glow, neem powder to combat breakouts, aloe vera powder for healing and more powerhouse ingredients. But our fave product by far has to be their natural deodorant stick with ingredients like Coconut oil, beeswax, shea butter, cetearyl alcohol, bentonite clay, arrowroot powder, kaolin clay, zinc oxide and essential oils.

Completely lead free and without any nasty ingredients that could be damaging to your health!

**Clay Mask  
PKR 1000**







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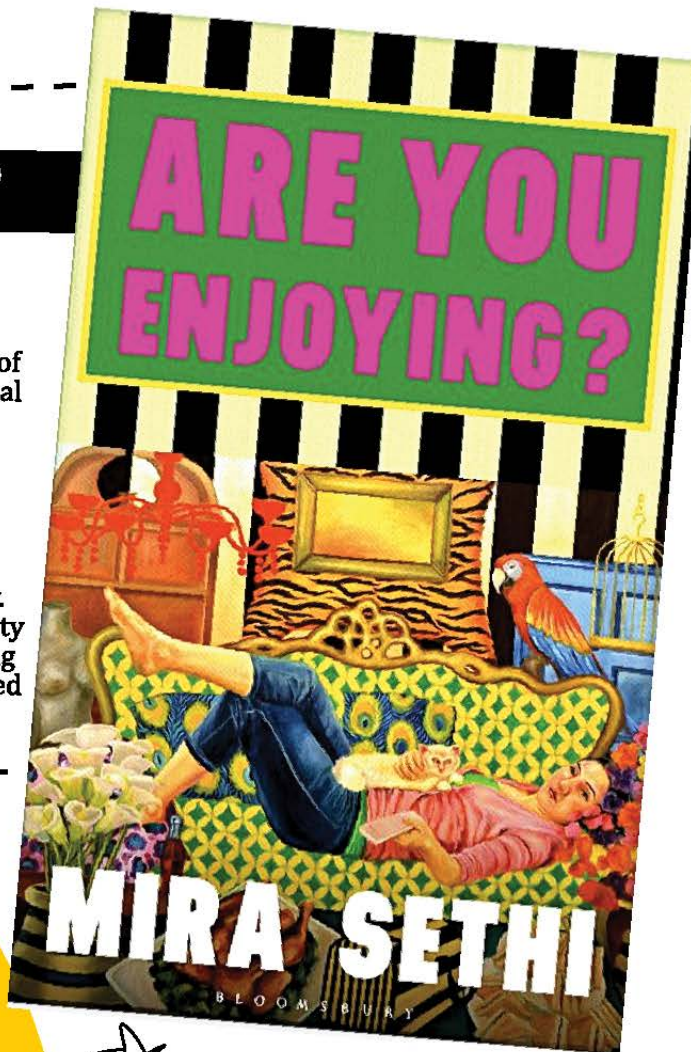
## ARE YOU ENJOYING?

by Mira Sethi

@mira.sethi

Expected to hit shelves spring 2021, Mira Sethi's debut book of short stories has been named one of the most anticipated books of the year by Vogue. Harked as provocative, funny, disarmingly original stories that upend traditional notions of identity and family, this compilation promises to peer into the vulnerable workings of the human heart.

From the high-stakes worlds of television and politics to the intimate corridors of home—including the bedroom—these wryly observed, deeply revealing stories look at life in Pakistan with humor, compassion, psychological acuity, and emotional immediacy. Childhood best friends agree to marry in order to keep their sexuality a secret. A radicalized student's preparations for his sister's wedding involve beating up the groom. We can't wait for this journalist turned actor's critically lauded debut to hit shelves soon!



## ESSENTIAL READS FOR 2021

### PAKISTANI STORYTELLERS PACKED WITH PROMISE

# 2

## LAHORE BY METRO

A PHOTO-BOOK OF STORIES  
by Faizan Ahmad

@lahorebymetro

Lahore by Metro is a compilation of intimate portraits & stories captured entirely on a smartphone by Lahore based photographer & storyteller, Faizan Ahmad who traded his seat for stories on the Lahore Metro Bus. The photobook brings us stories of ordinary heroes against a backdrop of everyday life, deconstructing this urban landscape and introducing us to the people who give it life through their innocence, bravery, compassion, and resilience. The photographs provide revealing and poignant visuals into another facet of this multi-layered city. And the stories of its people - their sorrows, joys, tenacity are beautifully penned to relay a sense of their warmth & dignity. This book is not to be missed so go support Faizan's kickstarter campaign to self publish this extraordinary series of photo essays taken over 5 years!



## LAHORE BY METRO

"Lahore by Metro is the LAHORE, I have never seen before, young, energetic and in a hurry." — Mohammed Hanif

FAIZAN AHMAD



Main Abdullah Haroon Road, Karachi



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**Boss Lady**

**Urwa Hocane**

features in

**Rici Melion**













  
RICI MELION











**Designer:**

**Rici Melion**

**Artist:**

**Urwa Hocane**

**Hair and Makeup:**

**Hifsa Khan Salon**

**Photographer:**

**Azeem Sani**

**Coordination:**

**MINT PR**





# MONOCHROME BRIGHTS

**IQRA AZIZ**  
In Zona Shaham

**KINZA HASHMI**

## TREND SPOTTING

THE CHOICE TO WEAR ONE SINGLE COLOR FROM HEAD-TO-TOE IS NOT ONLY FLATTERING IN ITS ABILITY TO ELONGATE ONE'S SILHOUETTE, BUT SIMPLE IN ITS STRAIGHTFORWARDNESS. GONE ARE THE DAYS WHEN TONAL DRESSING WAS RESERVED FOR MUTED SHADES - NOW THE BRIGHTER THE BETTER WHETHER YOU'RE TAKING YOUR CUE FROM THE FASHION WORLD OR THE POLITICAL LANDSCAPE!



**NIKHJAR RIAZ**  
In Sahrish Rehman



**ZAHRA MALIK**  
In Zara



**ZEHRA SALEEM**  
In her own label



**BLAKE LIVELY**



**AREESHA KAMRAN**  
In Haido Arab



**KATE MIDDLETON**



**MICHELLE OBAMA**



**MEHRYN TIWANA**



**ALISHAY ADNAN**  
In Dima Pk



**KIRAM MALIK**



**AMIRA HASSAN TAHIR**  
In Farah Tahir Aziz



**KAMALA HARRIS**



**DONNA CIARANU**



**YASMEEN HASHMI**  
In Sahrish Rehman



**SAHAR MALIK**

**SOPHIA KHAN**  
In Anisah Jahangir



**MIRA SETH**  
In Ahsan Rafter



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# STEAL THE

THE BEST DRESSED GALS WHO

# W's ROVI

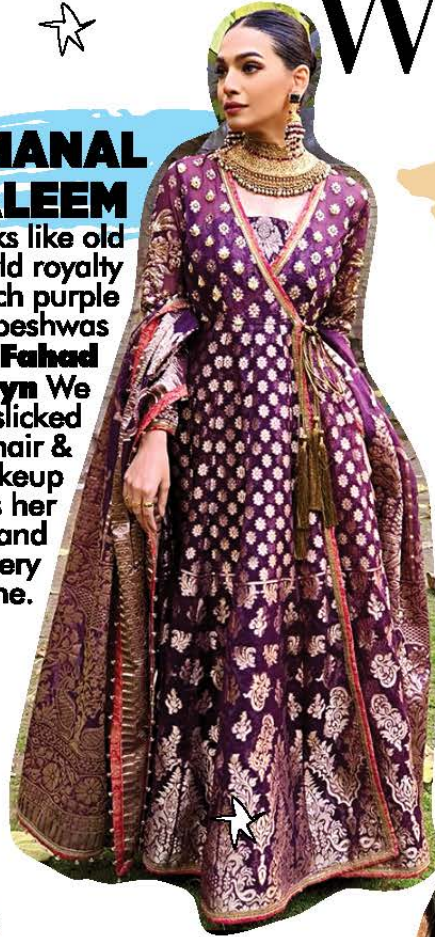
## AMNA BABER

is anything but boring in shades of camel beige. 'Stick of butter' looks are all the rage this season & Amo pulls hers off with aplomb.



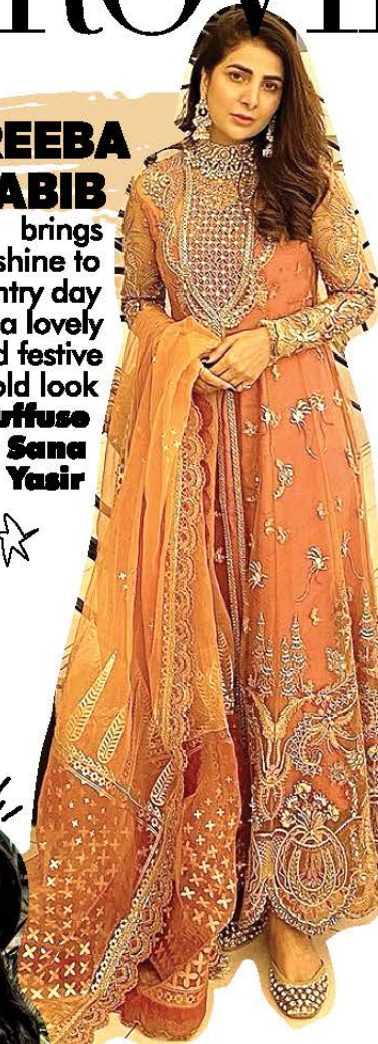
## MANAL SALEEM

looks like old world royalty in a rich purple hued peshwas by Fahad Hussayn. We love the slicked back hair & pretty makeup that lets her outfit and jewelry shine.



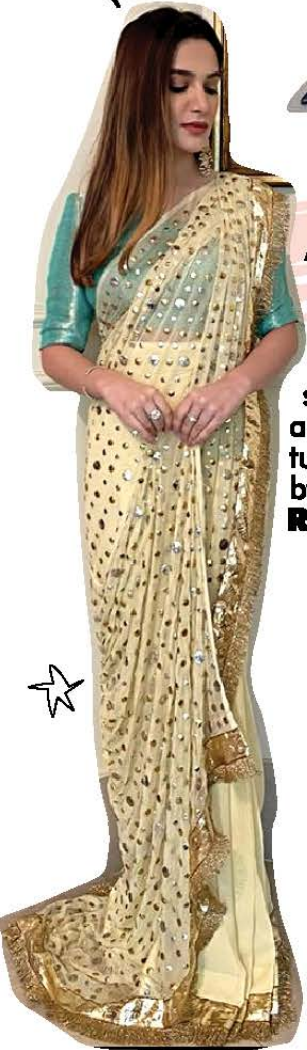
## AREEBA HABIB

brings sunshine to a wintry day in a lovely and festive marigold look by Suffuse by Sana Yasir



## AREESHA KAMRAN

makes a solid case for old school glam in a lovely gold & turquoise saree by Mahnoor Rokhri



## AMNA NIAZI

looks oh so effortlessly stylish in a 'borrowed from the boys' ensemble. We're absolutely in love with that grandpa cardi & power shoulder blazer! Tres chic!



## ZAINAB ABBAS

proves that burgundy & gold are a perennially chic combo in a gorgeous saree by Saadia Mirza. We want that luxe velvet blouse pronto!





# THEIR STYLE

## CAUGHT OUR ROVING EYE THEir EYE

### MEHRUSINNA

elevates basic winter wear style with luxe looking separates & a fun cloud jumper that is cozy and trendy. Effortlessly stylish for sure.



### MAHA BARRY

is an ethereal vision at her nikkah in a stunning ivory ensemble by Farah Talib Aziz. Those blush pink embroidered details look like they were inspired by a princess fairytale.



### SASHA RAJA

sets pulses racing in a sexy all black look. The fun ruffled details on her jumper by Ben Ben Pk add a trendy edge to her ensemble.



### ZAHRA AYUB

is one of our fave style stars for a reason! She mixes and matches patterns, colours and textures with natural flair. And we have to steal those sunnies!

### SHAZAH AYUB

makes the perfect style statement in a royal blue longline hand embellished kurta by Ammara Khan Atelier. She lets the ivory & gold kaam shine by keeping her accessories minimal.



### MEESHA SHAFI

looks like a beautiful tropical dream in a color pop saree by Khaadi. The composition of vibrant hues, paired with traditional accessories scores a perfect ten in our style book.





# 4 GADGETS for the NEW YEAR UPDATE your KITCHEN NEEDS

We've started 2021 with the resolution to nurture our health from the inside out, which means cutting down on the takeaways & spending more time prepping food ourselves. What could be better motivation than a little kitchen upgrade to spruce up the space & make us want to spend more time cooking!



# 1

## ECO STAR MICROWAVE OVEN

[www.ecostar.com.pk](http://www.ecostar.com.pk)

We're suckers for products that multitask and this appliance ticks those boxes. This competitively priced microwave offers a grill function also which provides crispiness & browning of the food while the microwave power offers fast cooking. The best of both worlds when you're in a rush. It even comes with a wide variety of Pakistani and Continental dishes with more than 30 pre-programmed recipes. You can now prepare your favorite food quickly and easily. These recipes have been developed by renowned chefs to make the best use of EcoStar microwave oven and cooking instructions are easy to follow.

## PHILIPS AIR FRYER

[www.daraz.pk](http://www.daraz.pk)

Air-fried foods are touted as a healthy alternative to deep-fried foods, thanks to their lower content of fat and calories. Instead of completely submerging the food in oil, air-frying requires just a tablespoon of oil to achieve a very similar taste and texture to deep-fried foods - crispy on the outside & juicy on the inside. Air fryers typically heat up very quickly and they cook food quickly and evenly, thanks to the combination of a concentrated heat source and the size and placement of the fan. Use yours to heat frozen foods or cook all sorts of fresh food like chicken, steak, pork chops, salmon and veggies. Thank us later!



# 2

## EVEREST SERIES REFRIGERATOR

[www.ecostar.com.pk](http://www.ecostar.com.pk)

Priced far below its competitors, this energy efficient fridge will have you wanting to stock up on healthy groceries pronto! Available in 3 colours, 3 sizes this slick appliance is sure to make your kitchen look modern & state of the art. We love that it has a really wide and deep freezer capacity, meaning that you can cook meal prep & freeze in advance without running out of space. It's honey comb crispener box keeps veggies & fruits fresh for longer while the thicker than normal insulation provides the fridge with 25% more cooling retention than other models on the market (so lower electricity bills for you!)



# 4



## NUTRI-BULLET BLENDER

[www.kitchenmate.pk](http://www.kitchenmate.pk)

This may be one of the niftiest gadgets we have in our kitchen. This powerful nutrition extracting blender is so easy peasy to use & incredibly useful! We love it for many things - its neatness and convenient detachable drinking beaker (less washing-up). It's weighty and solid, with a lovely texture, and looks pretty cool on our countertop. We use it to make smoothies, soups, protein shakes and more! And with its incredible blades, super user friendly functionality it is a whiz to whip anything up. Ever since we added this to our kitchen arsenal our fibre consumption has doubled. It comes with a recipe book in case you're stuck for ideas and will have any reluctant chef wanting to experiment in the kitchen.



# 3





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Rubia Mughees



Amna Mannoo



Aneela Rashid



Areesha



Dr warda

# Ready, set, spa!

Maira Carim hosted a lovely relaxed spa day with PR organised by Rubia Moghees.



Arham Qadir



Amber Liaqat



Hina Adil



Kherzan Zaidi & Maha Hassan



Maira Carim



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**NUTRITIONAL FACTS**  
Serving size: 6.76 fl oz (200ml)  
Serving per container: 1

Amount Per Serving	100
Calories (100)	340
Total Carbohydrates	13.3g
Dietary Fiber	0.06g
Vitamin C	6mg

Percent daily values are based on a 2000 calorie diet.

**INGREDIENTS**  
Orange Juice 50%, Sugar, Citric Acid (E-330), Stabilizer CMC (E-466), Synthetic Orange Flavor and Ascorbic Acid (E-300)

مكونو 50% عصير برتقال، سكر، حامض الستريك (E-330)، مستحلب CMC (E-466)، نكهة برتقال اصطناعية، حمض الاسكوربيك (E-300)

**NUTRITIONAL FACTS**  
Serving size: 6.76 fl oz (200ml)  
Serving per container: 1

Amount Per Serving	100ml
Calories (100)	54kcal
Total Carbohydrates	13.5g
Dietary Fiber	0.06g
Vitamin C	6mg

Percent daily values are based on a 2000 calorie diet.

**INGREDIENTS**  
Mango Pulp 25%, Sugar, Citric Acid (E-330), Stabilizer CMC (E-466), Synthetic Mango Flavor and Ascorbic Acid (E-300)

مكونو 25% لب لبان مانجو، سكر، حامض الستريك (E-330)، مستحلب CMC (E-466)، نكهة مانجو اصطناعية، حمض الاسكوربيك (E-300)







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