

STORE LOCATOR

LAHORE

160/2, Block H, Commercial, Phase-1, DHA
92-G1, Johar Town, Near Doctor Hospital
Upperground Floor, Vogue Tower, M.M Alam Road
Packages Mall (Coming Soon)

ISLAMABAD

Kayseria Shop # 253, 2nd Floor, Centaurus Mall

KARACHI

Marine Drive, Dolmen Mall Clifton
Askari Mall (Coming Soon)

SIALKOT

Mall of Sialkot (Coming Soon)

WORKING WOMAN

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AVAILABLE NOW IN SELECT WORKING WOMAN STORES

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WORKING WOMAN

BEAUTY BEGINS THE MOMENT YOU DECIDE TO BE YOURSELF COCO CHANEL FASHIONS FADE STYLE IS ETERNAL YVES SAINT LAURENT LIFE IS TOO SHORT TO WEAR BORING CLOTHES DRESS LIKE YOU ARE ALREADY FAMOUS YOU DON'T DO FASHION COCO CHANEL REALLY NEED NEW CLOTHES EVERY MORNING BUY LESS CHOOSE WELL FASHION HAS TO REFLECT WHO YOU ARE CLOTHES MEAN NOTHING UNTIL SOMEONE LIVES IN THEM MARC JACOBS LIKE MY MONEY RIGHT WHERE I CAN SEE IT HANGING IN MY CLOSET CARRIE BRADSHAW DON'T BE INTO TRENDS DON'T MAKE FASHION OWN YOU BUT YOU DECIDE WHAT YOU ARE WHAT YOU WANT TO EXPRESS BY THE WAY YOU DRESS AND THE WAY YOU LIVE GIAN NIVERSACE DRESSING WELL IS A FORM OF GOOD MANNERS TOM FORD CLOTHES AREN'T GOING TO CHANGE THE WORLD THE WOMEN WHO WEAR THEM WILL ANNE KLEIN BEAUTY BEGINS THE MOMENT YOU DECIDE TO BE YOURSELF COCO CHANEL FASHIONS FADE STYLE IS ETERNAL YVES SAINT LAURENT LIFE IS TOO SHORT TO WEAR BORING CLOTHES DRESS LIKE YOU ARE ALREADY FAMOUS YOU DON'T DO FASHION COCO CHANEL REALLY NEED NEW CLOTHES EVERY MORNING BUY LESS CHOOSE WELL FASHION HAS TO REFLECT WHO YOU ARE CLOTHES MEAN NOTHING UNTIL SOMEONE LIVES IN THEM MARC JACOBS LIKE MY MONEY RIGHT WHERE I CAN SEE IT HANGING IN MY CLOSET CARRIE BRADSHAW DON'T BE INTO TRENDS DON'T MAKE FASHION OWN YOU BUT YOU DECIDE WHAT YOU ARE WHAT YOU WANT TO EXPRESS BY THE WAY YOU DRESS AND THE WAY YOU LIVE GIAN NIVERSACE DRESSING WELL IS A FORM OF GOOD MANNERS TOM FORD CLOTHES AREN'T GOING TO CH

COLORFUL, STYLISH, SPUNKY AND POLISHED! WORKING WOMAN'S NEW FALL 17 COLLECTION HAS IT ALL! THE ASSORTMENT OF DESIGNS IN THE NEW COLLECTION DEFIES THOSE WHO SAY THAT DRESSING WITHIN THE CONFINES OF A STRICT DRESS CODE STREAMLINES YOUR MORNING ROUTINE AND ENCOURAGES CREATIVITY. WE HAVE AN ARRAY OF DESIGNS WHICH CAN WORK FOR THE DAY AS WELL AS THE NIGHT. WE HAVE ADDED THE 'SPICE' IN OUR SIMPLE, SOPHISTICATED AND SUAVE PHILOSOPHY TO MAKE YOU LOOK FORWARD TO DRESSING UP EVERY DAY WITH A FUN, WEARABLE YET FUNKY COLLECTION IN YOUR WARDROBE.

THE COLLECTION IS MINIMALISTIC AND YET HIGHLY IMPRESSIVE WITH GEOMETRIC PATTERNS WITH SIMPLE LINES THAT FOLLOW THE LATEST TRENDS AND CREATIVELY PUT TOGETHER EMBROIDERED TOPS FOR THE FESTIVE SEASON AHEAD. WE ALSO HAVE A RANGE OF DENIM WEAR THIS SEASON (OUR FAVORITE) WHICH HAS MUST-HAVE-PIECES WHICH CAN BE WORN CASUALLY OR MADE INTO PARTY WEAR BY ADDING THE RIGHT ACCESSORIES.

SIMPLY PUT, EVERY PRODUCT IS ABOUT OF ELEGANCE PACKAGED IN SIMPLICITY.

SO, LADIES, KEEP YOUR EYES PEELED FOR THIS ADORABLE COLLECTION THAT'S COMING SOON.

UNTIL THEN, STAY FEISTY!

WARM REGARDS & PRAYERS ALWAYS.



PRODUCT HEAD



TIEWRAP BLOUSE

A mango yellow cotton karandi wrap-around top with embroidered denim detail, takes a step ahead in the adding the wow factor to any afternoon or evening affair.



FLORAL RHAPSODY

An assortment of beautiful colored bunches of flowers embroidered on pure cotton karandi adding a traditional touch with hand block printing.

WW155W17





Warm-toned flowers combined with white-on-white embroidery give this outfit a pretty traditional and classy look; the perfect look for a festive day.



KASHMIRI
KALLI



WW138W17

FLOWER BELLA

Sweet floral embroideries are this seasons remedy to style. This peach pure cotton karandi lawn shirt is the perfect style solution, featuring beautiful embroideries on sleeves.



08-09



PINK: NOT JUST A COLOR.
IT'S AN ATTITUDE

A PRETTY SOFT SHADE OF BLUSH
PINK KURTA ADORNED WITH
DELICATE WHITE FLORAL
EMBROIDERY IDEALLY
DESCRIBED AS A SWEET
SERENADE TO FALL.

WW139W17



10-11



WW15.0W17

ELEGANCE WITH A FLAIR

A two-in-one combo shirt with embroidered wrap in a rich, cobalt-blue georgette chiffon which exudes easy elegance.



TRIBAL TALE

A seasonless, always
in trend classic Kashmiri
traditional motif-inspired
embroidered shirt with
flared sleeves to add glam!



WW142W17



EASTMEETS
WEST



Stand out from the crowd in this fierce floral embroidered top with flared tail back and bell sleeves.

WW151W17

just breathe

BREATHE. EXHALE. REPEAT
THE BENEFITS OF CONTROLLED BREATHING

Take a deep breath, expanding your belly. Pause. Exhale slowly to the count of five.

Repeat four times.

Congratulations! You've just calmed your nervous system.



Controlled breathing, like what you just practiced, has been shown to reduce stress, increase alertness and boost your immune system. For centuries yogis have used breath control, to promote concentration and improve vitality.

Coherent Breathing

If you have the time to learn only one technique, this is the one to try. In coherent breathing, the goal is to breathe at a rate of five breaths per minute, which generally translates into inhaling and exhaling to the count of six. If you have never practiced breathing exercises before, you may have to work up to this practice slowly, starting with inhaling and exhaling to the count of three and working your way up to six.

1. Sitting upright or lying down, place your hands on your belly.
2. Slowly breathe in, expanding your belly, to the count of five.
3. Pause.
4. Slowly breathe out to the count of six.
5. Work your way up to practicing this pattern for 10 to 20 minutes a day.

Stress Relief

When your mind is racing or you feel keyed up, try Rock and Roll breathing, which has the added benefit of strengthening your core.

1. Sit up straight on the floor or the edge of a chair.
2. Place your hands on your belly.
3. As you inhale, lean forward and expand your belly.
4. As you exhale, squeeze the breath out and curl forward while leaning backward; exhale until you're completely empty of breath.
5. Repeat 20 times.



Weeks without eating,

Days without drinking,
but just

Minutes

without

breathing



WORKING WOMAN BEAUTY

THE 10 BIGGEST FACE-WASHING MISTAKES

LEARN THE COMMON HABITS THAT CAUSE ANNOYING SKIN PROBLEMS

Washing your face should be one of the most relaxing and enjoying parts of your beauty regime. Once you find the perfect cleanser, nothing feels as good as lathering, rinsing and drying your freshly cleaned skin. While it seems like the least complicated part of your beauty routine, turns out that some common lathering habits can cause a whole list of skin woes, including dryness, irritation, oiliness, and breakouts. Read on to learn the 10 biggest face-washing mistakes—and how fixing them can alleviate nagging skin problems

1. PICKING THE WRONG PRODUCT

The right cleanser should completely remove dirt, makeup, and grime, but not strip away too much of your skin's natural oils or healthy cells. Find one that does the job and is neither too gentle (you have to wash twice or scrub hard to cleanse thoroughly), nor too harsh (it makes your skin red and irritated or tight after drying).



2. OVERDOING IT

For the most part, washing once or twice a day is good protocol but any more can irritate skin, ironically leading to an overproduction of oil. If you didn't wear makeup, slather on sunscreen, or sweat much that day, skip the cleanser at night and try rinsing with tepid water. Giving your skin a break from the cycle of products is healthy from time to time.



3. USING THE WRONG WATER TEMP

Myth: hot water opens pores and cold water closes them. The reality is that pores don't have muscles to open and close. While hot water may feel good on your skin, it can harm your skin's natural, protective oils and lead to over-drying or over production of sebum. Lukewarm water is the best bet to cleanse gently yet effectively.



4. EXFOLIATING TOO MUCH

Exfoliation is a healthy practice to slough off dead skin cells, but moderation is key. Cool it on grainy exfoliants (sugar scrubs and fruit acids are a gentler pick) and stick to exfoliating two to three times per week max. Use your fingers instead of a washcloth when exfoliating to prevent pulling and tugging of the skin.



5. NOT RINSING WELL ENOUGH

Skimping on rinsing leads to residue build-up, which can clog pores and dry out skin. Rinse thoroughly, even when you're rushing in the morning or dog-tired at night. The jawline, hairline, and nose are the most commonly neglected spots, so show them some love!



6. USING IRRITATING INGREDIENTS

Do your face a favor and avoid irritating ingredients such as fragrances, colorants, and synthetic preservatives such as parabens. Sodium lauryl sulfate is another one to sidestep—it's commonly used as a surfactant to wash away debris, but is also a common cause of irritation and allergic reaction. Always read ingredient labels.



7. TOWEL RUBBING

Pat, don't rub. Rubbing can feel really good, but it tugs and pulls your skin, which puts your elastin at risk. And don't just grab the nearest hand towel, used or not. Friends don't let friends spread bacteria—especially all over a nice, clean face. Designate a clean, soft towel to blot your fresh face.



8. WAITING TO MOISTURIZE

To maximize absorption and help seal in moisture, apply moisturizers immediately after cleansing while skin is still damp. The same goes for serums and special treatment products. Waiting until your skin is completely dry will make it harder for the active ingredients to sink into your skin and can cause skin to feel greasy or tacky.



9. SPENDING A FORTUNE

Shelling out a small fortune for face wash may not be the most prudent purchase. Look for one with simple, natural ingredients and save your dough for products that will actually stay on your skin and offer longer-term benefits, like serums and moisturizers.



10. FEARING OILS

For a long time, oils were considered skin's pore-clogging nemesis, but the tide of opinion is changing. Experts say that all skin types can benefit from cleansing with oil, even oily and blemish-prone skin. Oil dissolves oil, after all. The right oils will cleanse pores of dirt and bacteria, and help heal and balance skin. Look for cleansing oil products with natural, plant-based oils, or you can even try a high-quality almond oil, apricot kernel oil, grape-seed oil, or sunflower oil from the grocery store. (Coconut oil and olive oil may work for some, but have been known to cause problems for others.) Simply massage the oil on your face and wipe with a soft washcloth dunked in warm water. Just be sure to wipe away the oil thoroughly to prevent residual build up and keep pores clear.





MEDITATIVE BLUE

Please note:
The fabric used to create this dress is completely hand printed and some inconsistency in color and print may occur. We attribute this to the beauty of hand printing which lends to the exclusivity of the product.

WW495517

A beautiful combo of calming blue and pure white with block printing and light embroidery to add more traditional funk.





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The fabric used to create this dress is completely hand printed and some inconsistency in color and print may occur. We attribute this to the beauty of hand printing which lends to the exclusivity of the product.

EARTHY CONNECTION



Block print and denim,
a fusion shirt crafted from
100% cotton - hand block
printed fabric in tan and
cream colored aarak motifs

WW535517



STRIPES & ELEPHANTS



A striped, boxy cut cotton tunic featuring an ethnic elephant inspired print as an added accent.

WWD117W17

BLOOM WHERE
YOU ARE
PLANTED



A feminine pretty white embroidered top gets you in the mood for a getaway! Festive orange, cool blue, white, bright yellow and calming green embroidery embellishes this soft woven fabric making it a must-have-in-my-wardrobe piece of clothing.

WW143W17

YAAAY FOR YELLOW!

Watch as the clouds part and the rays shine through for this sunshine seeker yellow top! Lightweight woven jacquard constructed into a collared long back tail flared fusion top.





SPORTY TYPO

Brighten up your day with this cool groovy typography print combined with our favourite sporty yellow stripe number! And yes! It's like wearing art!



WW145W17



STRIPES
GO WITH
EVERYTHING!

The always faithful black & white stripes! Lightweight woven pure cotton lawn shapes this classic band-collared shirt with a half button placket and rounded hem.



WW144.W17



KASHMIR CHARISMA



There is no denying the romantic vibes this beautiful printed attire radiates and is totally worthy of our affection! The beautiful color combo of orange, peach, rusty rose, mango yellow and white decorates soft, woven pure cotton lawn and it gives the outfit a western twist with the front zipper opening.



WW149W17



THERE IS BEAUTY
IN SIMPLICITY

Put your mind, body, and wardrobe
at peace with this ever chic zen
white woven rayon shirt.
You'll never want to take it off!
The fabric shapes
the straight cut shirt has a
V-neckline and bell
sleeves in silk.



WW133W17

TENDER MOMENTS OF BLUE DENIM

This dreamy darling denim blue boxy cut top is the sweetest thing we have in our collection! lightweight, textured woven fabric shapes a cool uneven hem length and three-quarter length sleeves.

TOP: WW0110W17
TROUSER: WW0116W18



WHEN IN DOUBT
WEAR DENIM

The Working Woman medium wash flared jeans in stretch denim has a classic shape with a medium high waist, belt loops, and a hidden zip fly with top button.

TOP: WWD795S17 BOTTOM: WWW39A&B5S17



NEEDED THIS! TIE-DYE LOUNGE WEAR

Dance or relax to the tune of your own drum in this very dark blue and white tie & dye printed super soft knitwear suit. It's super comfort wearability makes it ideal for travelling, a fun movie night or a pyjama party with your friends.

WW90SS17

