

ASIM JOFA

SHADOW WORK
COLLECTION



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ASIM JOFA'S LATEST COLLECTION, "SHADOW WORK," GRACEFULLY MARRIES THE ARTISTRY OF AN ANCIENT CRAFT WITH THE FLAIR OF MODERN FASHION. THIS EXQUISITE LINEUP PAYS HOMAGE TO THE DELICATE TECHNIQUE OF SHADOW WORK EMBROIDERY, SHOWCASING A HARMONIOUS INTERPLAY OF LIGHT AND SHADOW. FROM ETHEREAL PASTELS TO RICH, DEEP HUES, THE COLLECTION BOASTS A CAPTIVATING SPECTRUM OF COLORS. CELEBRITIES MAWRA HOCANE, SABOOR ALY, AND IQRA AZIZ LEND THEIR CHARM TO THE CAMPAIGN, EMBODYING THE FUSION OF TRADITIONAL AND CONTEMPORARY. WITH HEAVILY EMBROIDERED ENSEMBLES THAT SEAMLESSLY BLEND CULTURAL HERITAGE AND WEARABLE STYLE, THE "SHADOW WORK" COLLECTION IS A TESTAMENT TO THE BRAND'S COMMITMENT TO BOTH OLD-WORLD CHARM AND MODERN SOPHISTICATION.

Asim Jofa



AJSW-01



AJSW-01



AJSW-01



AJSW-02



AJSW-02



AJSW-02





AJSW-03



AJSW-03



AJSW-04



AJSW-04



AJSW-04



AJSW-05



AJSW-05



AJSW-05



AJSW-06



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AJSW-09



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AJSW-09



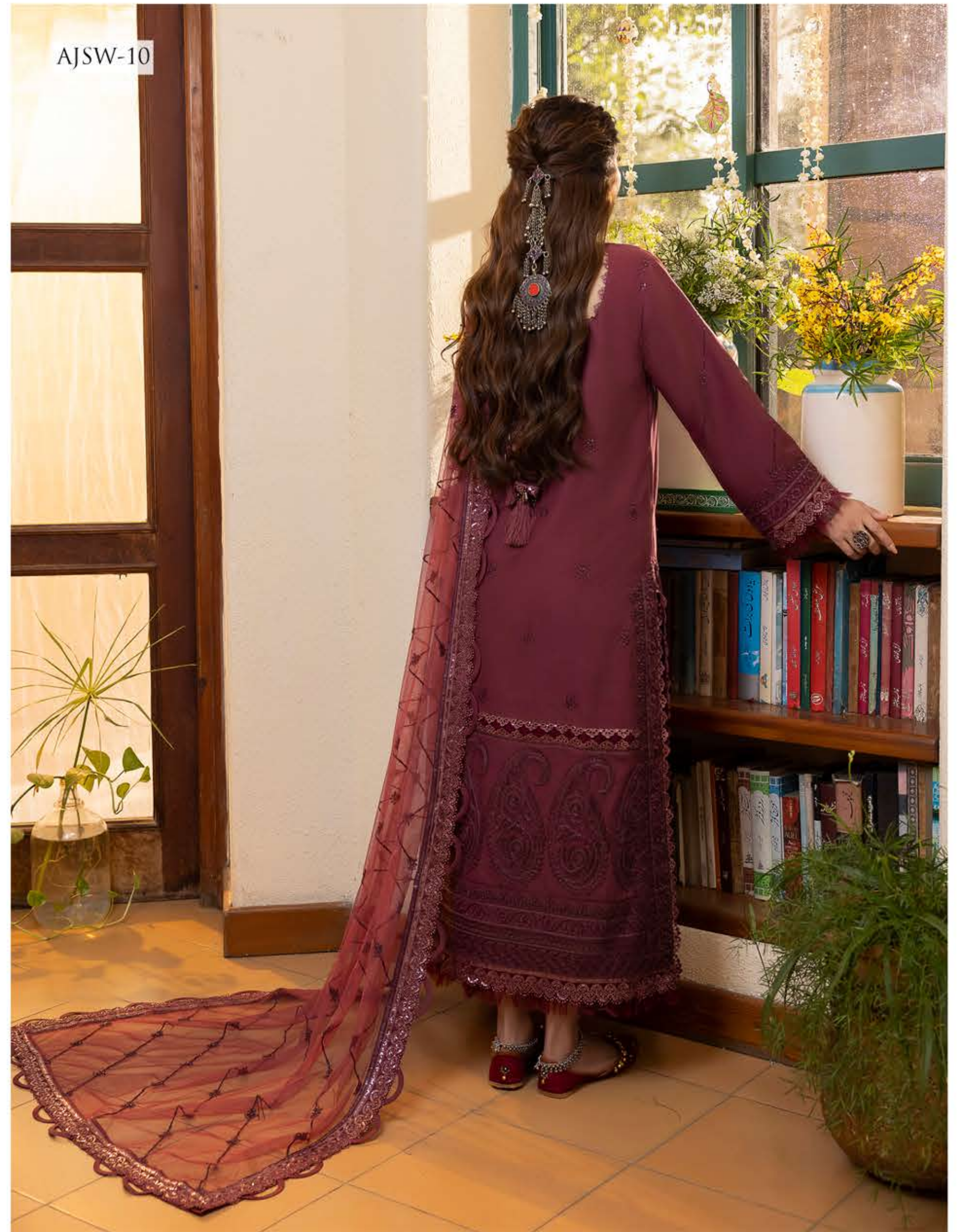
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AJSW-10



AJSW-10



AJSW-11



AJSW-11



AJSW-11



AJSW-12



AJSW-12



AJSW-12



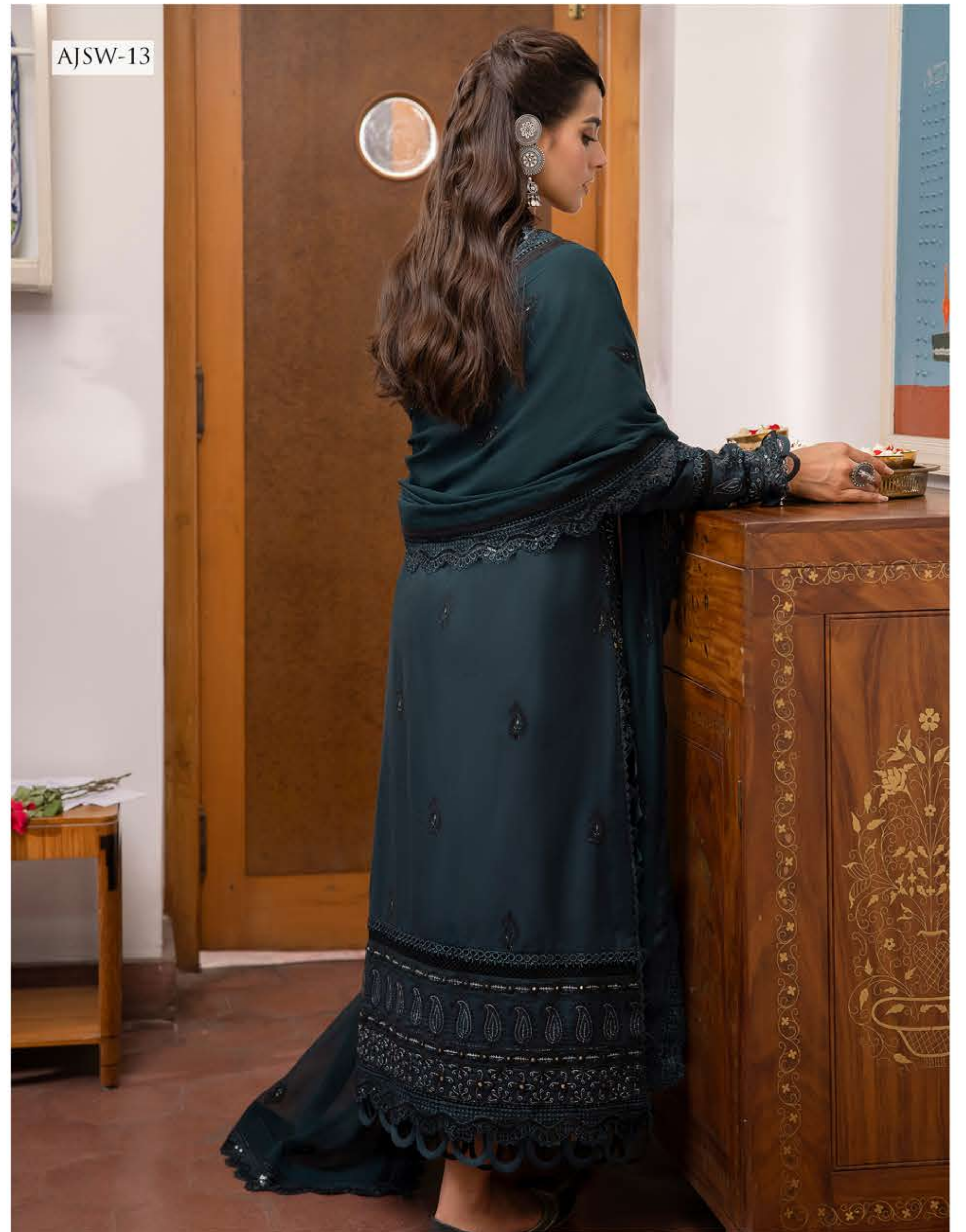
AJSW-13



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AJSW-14



AJSW-14



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AJSW-15



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AJSW-16



AJSW-16



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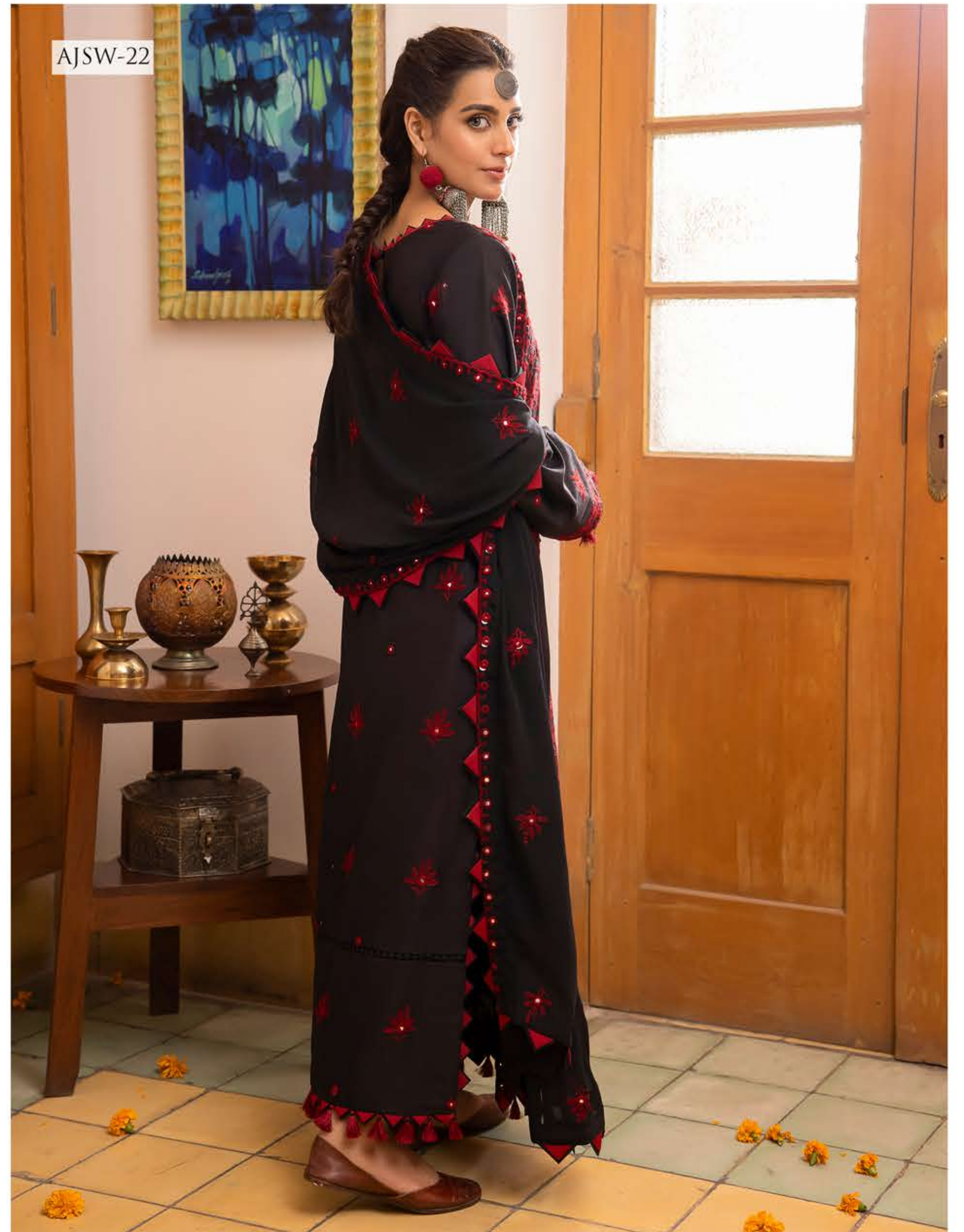
AJSW-22



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AJSW-28



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