

VIVA
—ANAYA—
BY KIRAN CHAUDHRY

*Embroidered
Lawn 22*



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Lawn '22*



As winter bids adieu and the days start getting balmy, we at ANAYA by Kiran Chaudhry are excited to share with you our brand new Spring/Summer offering - VIVA Embroidered Lawn '22 - a one of a kind collection of 3-piece embroidered lawn suits that will take you straight through the upcoming season in true VIVA style!

This collection is an ode to the spring season and all the promise that it brings for a happier and brighter time. It's testament to the human spirit that keeps fighting to enjoy life despite setbacks and comes out only stronger through the challenges.

It's a time of year to celebrate life, and step out into a new avatar; to enjoy the warmer and sunnier days that await us. Each ensemble from this collection beautifully encapsulates the essence of spring and the feminine principle that shines through all we do.

Featuring a line up of 20 unique and elegant designs, thoughtfully designed with artistic prints, intricate embroideries, elegant motifs and ornate patterns, this is truly a versatile offering. The striking color palette, premium lawn, chiffon, modal cotton, and tulle fabrics used, will keep you feeling easy-breezy yet stylish during the warmer months ahead.

So go on and indulge in these very affordable yet stand-out wardrobe staples and beat the heat in style this season. Here's to an optimistic spring & festive summer ahead!

*With Love,
Kiran Chaudhry*

Kiran

Kiran Chaudhry
Creative Director
ANAYA by Kiran Chaudhry



JAYA

A beautifully embroidered lawn shirt, in a soulful sky blue hue, is enlivened with intricate wild flora & fauna in dreamy pink, pearl and green silk threads - "JAYA" features feminine floral motifs and patterns that will leave you truly mesmerized. This stunning ensemble is paired with an artistically printed chiffon dupatta and trouser to add to its allure. Style it as an elongated shirt with a tapered shalwar for an elegant daytime look.



VL22-01





ZYSHA

VL22-02



A subtle, dreamy design, 'Zysha' features beautiful Victorian elements and intricately embroidered vintage florals on a romantic dusty rose canvas. Paired with a complimenting printed chiffon dupatta and a classic trouser, this ultra feminine ensemble is surely going to be a must have this summer!





VL22-03



Featuring soft and feminine details, "Aiza" is adorned with dainty floral embroideries inspired by impressionist art in pink & green hues on an alluring misty blue canvas. Paired with a beautifully illustrated, cloudy pink dupatta and a classic trouser, this elegant design is going to be perfect for all daytime occasions and just festive enough for Eid!

AIZA







ARYANNA



VL22-04

A cheerful buttercup yellow serves as the canvas for 'Aryanna,' delicately ornamented with gorgeous floral embroideries in mesmerising hues to depict a blooming spring garden. This flirty and feminine design is thoughtfully paired with an equally complimenting printed chiffon dupatta and a classic trouser to make the ultimate summer look for the fashion forward woman.







A bold blue canvas comes alive with a unique fusion of embroideries inspired by Sicilian and Palestinian art in accents of sage, fuchsia, rust and turquoise in 'Minahyl.' The striking shirt is paired with a contrasting and artistically illustrated tennis net dupatta and a monotone trouser that make it an instant head turner.



MINAHYL

VL22-05







VL22-06

SHREYA

A vibrant fuchsia forms the canvas for 'Shreya'. Featuring a beautiful floral tapestry of embroideries inspired by the Japanese Wagara art in tonal and contrasting hues of ivory, charcoal and pink, this statement design comes paired with an eccentric animal print dupatta and a printed trouser to complete its look. A playful, vivacious ensemble this design is a true classic and a refreshing statement for the summer!







A flirty & feminine design crafted on a dynamic periwinkle blue, which is touted as the color of the year, "Ashley" is truly one of a kind. Featuring intricate threadwork that exudes a gothic vibe in refreshing violet and ivory hues. Paired with a floral chiffon dupatta and a classic trouser this chic design will definitely make a statement and become a closet staple this spring!



ASHLEY

VL22-11







MARICEL

Featuring stunning ornamental details inspired by the grandeur and charm of Mughal gardens and palaces 'Maricel' truly epitomizes royalty. Intricate floral embroideries in hues of ivory, pink, blue and fuchsia beautifully sprawl on a soothing sage green canvas. Paired with a richly printed tennis net dupatta and an antique gold print trouser this elegant design will create a striking statement this summer!



VL22-07











SANJANA

A soothing cream base is set off with bold purple accents, featuring intricate embroideries and ethnic traditional chunri motifs in "Sanjana". Paired with a vibrant chunri style chiffon dupatta and a printed trouser, this ensemble is truly mesmerizing. Style it as a contemporary shorter shirt or an elongated one with a full-length trouser for an elegant daytime look this spring!

VL22-16









A soft and sumptuous praline peach canvas is artfully illustrated with intricate embroideries depicting lush wild flora & fauna blooming in all its glory in "Ria". Accompanied by a lavishly printed silk dupatta and a complementary trouser, this sophisticated design epitomizes refined elegance.

RIA

VL22-18







ALLANA

VL22-08

Rendered in a gorgeous lavender hue, 'Allana' features a delicate mesh of floral embroideries inspired by vintage English art in complimenting shades of pink and purple. Paired with an equally stunning chiffon dupatta and a classic trouser this feminine and easy breezy design will be a summer favourite for all.







Featuring soft and feminine details, "Aiza" is adorned with dainty floral embroideries inspired by impressionist art in pink & green hues on an alluring misty blue canvas. Paired with a beautifully illustrated, cloudy pink dupatta and a classic trouser, this elegant design is going to be perfect for all daytime occasions and just festive enough for Eid!



DIANE

VL22-09





Crafted in an alluring shade of mint green, "Tamanna" features delicate embroideries on a printed base depicting a lush meadow blooming in all its glory. Paired with an elaborately printed dupatta and a pretty ivory trouser this classic design is perfect for any occasion, be it a daytime luncheon or an evening soiree.



TAMANNA

VL22-10





Rendered in a blissful shade of lavender and lavishly laden with delicate chikankari style embroideries, this ensemble depicts a lush meadow blooming in springtime. "Corine" comes paired with a chic tennis net dupatta and a classic trouser to complete its look. This is a sublime design that will look best styled as a long flowing silhouette for a timeless elegant summertime look.



VL22-19

CORINE







GISELE



A bold blue canvas comes alive with a unique fusion of embroideries inspired by Sicilian and Palestinian art in accents of sage, fuchsia, rust and turquoise in 'Minahyl.' The striking shirt is paired with a contrasting and artistically illustrated tennis net dupatta and a monotone trouser that make it an instant head turner.

VL22-12







VL22-13



EMILY

A smoldering design crafted on a sooty midnight-black canvas, "Emily" features stunning embroidered motifs inspired by Chinese costumes and Japanese kimonos in a range of sensational hues from soothing sugared pastels to popping bolts of orange, turquoise and red. This eccentric and one of a kind ensemble will effortlessly take you from day to night this spring.







RAYNA

VL22-15



A striking scarlet forms the canvas for 'Rayna'. Featuring a beautiful floral tapestry of tonal and contrasting embroidery in hues of ivory, and charcoal depicting Spanish flamenco elements, this statement design comes paired with an exquisitely printed chiffon dupatta and a classic trouser. A playful, vibrant ensemble this design is a true classic and a refreshing statement for the summer!





EILEEN



A soft oatmeal hue is enlivened with intricate embroidery in bright coloured silk threads depicting the grandeur & glory of Mughal art in Eileen. This gracefully serene ensemble is paired with an elegantly printed tennis net dupatta and an equally stunning antique gold print trouser to complete its look.

VL22-14





AVRIL



Crafted on an alluring shade of grey, "Avril" features a delicate mesh of minimalistic ethnic and floral embroideries in bold hues of pink, purple, ivory and lavender. Paired with a complimentary printed chiffon dupatta and a pretty ivory trouser this classic design is perfect for all type of daytime spring or summer events.

VL22-17









CAROLYN

A creamy peach forms the canvas for "Carolyn" and is lavishly adorned with delicate ethnic and floral embroideries in contrasting and vibrant hues of purple, sage and berry. This alluring ensemble is thoughtfully paired with a chic printed silk dupatta and a printed trouser for an elegant daytime look.

VL22-20





AVAILABLE AT THESE RETAILERS

• LAHORE

Raja Sahibi:

94-C/I, Near Hussain Chowk, Liberty, Gulberg, Lahore. Ph: +92-42-35771701-5

932-A, Link Road, Model Town Extension, Lahore. Ph: +92-42-35168128, 35168190

962- Iqbal Avenue, Near Shaikat Khanum, Wapda Town, Lahore. Ph: +92-348-0455528 (05 Lines)

Saleem Fabrics:

16-Commercial Zone, Liberty Market, Gulberg III, Lahore. Ph: +92-42-35150019, Cell: +92-321-2121222

Traditions Stores:

212-CCA, Phase VI, DHA, Lahore. Ph: +92-42-35745981, 35745982

Pace Shopping Mall, Link Road, Model Town, Lahore. Ph: +92-42-35222501-3

143B, Sector C Commercial Zone, Jasmine Block Bahria Town Lahore. Ph: 0321-9453434

Splash Fabrics:

G-62, Commercial Phase-I, DHA, Lahore. Ph: +92-42-35691156

FPL:

165-P, Mini Market Round About Towards Chakkhara/DHL Side, Gulberg II, Lahore. Ph: -332 4559169

Portia Fabrics:

13-Commercial Zone Liberty Market, Gulberg III, Lahore. Ph: 042 35790981

Madinah Fabrics by Faraya:

Chungi Amar Sidhu, Lahore. Ph: 0312-4050699

Musfirah Fabrics:

Lahore. Ph: 0313-5848384

Jamila Cloth:

Tadi Gali, Ali Block, Near Pakistan Market, Sherainwala Gate, Lahore. Ph: 0321-4306172

ANUSH Multi Brand Store:

Ph: 0320-019-1330

• GUJRAT

Saleem Fabrics:

Nayyar Mall Gonsala GT Road Gujrat Ph: 0346-9400011

• HYDERABAD

Wizdan Fabrics:

Cantt Saddar, Hyderabad. Ph: 0321-3002781

Glamour Fabrics:

Qasimbabad, Hyderabad. Ph: 0332-2653291

• MULTAN

Al Fahad Cloth House:

Branch 1: Chowk Ghanta Ghar, Multan. Ph: 061-4574410

Near Tehsil Chowk, Bosan Road, Multan. Ph: 061-6222127-8

FPL:

94-A, Gulgaush Avenue, Pizza Hut Road, Multan. Ph: 061-6510286/87

• OKARA

Anwar Mall:

Main Road, Okara. Ph: +92-333-3333015

• KHARIYAN

Al-Innan Fabrics:

Main Bazar, Khariyan. Ph: 0324-8749293

Anarkali Center:

Ghafoor Plaza, Rasha Bazar, Khariyan. Ph: +92-0537-601107, 0335-5181111

Ghoshia Shopping:

Moti Bazar Khariyan Ph: +92 308 5839957

• JHELUM

Anarkali Fabrics:

3-Star Plaza, Opp Gunbad Wali Masjid, Ph: +92-544-625469, +92-308-8881666

Al-Innan Fabrics:

Main Bazar, Jhelum. Ph: +92-300-6453199

Sahzad Fabric:

Main Bazar Jhelum. Ph: 03009518342

Sitara Cloth House:

Sitara Clothes House Near Gumbad Masjid, Jhelum. Ph: 0345-5721590

• AZAD KASHMIR

Insaf Fabrics:

Basement, M.K.T Plaza, Main Muhammad Road, Mirpur Azad Kashmir. Ph: 05827-437008, 0345-5734412, 0315-8282786

Dreams:

Shop# R123, Basement Market Plaza, Main Muhammad Road, Mirpur Khas. Ph: 0333-5637130

Haji Sharif & Sons:

Sector C-1, Near Police Line, Mirpur Azad Kashmir. Ph: +92 3123334777

Haji Sultan Khan Cloth House and Habibi Collection:

First Floor, Rose Plaza Main Bazar Dadyal Azad Kashmir. Ph: 0300-9513347, 05827-463250

Aimadina Cloth:

Kotli Azad Kashmir. Ph: 05826 444015, 0346 7113355

Alisha Collection:

Malik Khaliq Plaza Anarkali Bazaar Dadyal Azad kashmir Ph: +92 346 6298458

British Cloth House:

Zeeshan Plaza Police Line Mirpur Azad Kashmir Ph: +92 346 5888246

Monseeb Malik:

Alisha Collection malik Khaliq Plaza anarkali bazaar Dadyal Azad kashmir.

Paradise Mobile:

Lal Market Nangi Mirpur Azad kashmir. Ph: +92 311 8806699

Ideal Botique:

Siddique Palaza Kotli, Azad kashmir. Ph: 0344 8814061

• RAWALPINDI

Saleem Fabrics:

18/D-1, 6th Road Setelitte Town Rawalpindi Ph: 051-4845569-70

Glamour Fashion:

Shop# 41, Ground Floor Malikabad Shopping Mall Rahmanabad Chok Murree Road Rawalpindi. Ph: 03365338714

Shahnaz Silk:

Shop# G-42, 43, Rabi Center, Murree Road Rawalpindi. Ph: 0333 522914 - 0333 5002525

Fabrics Inn:

Shop No 681 Main Bata Bhowk Lalkurti Rwp. Ph: 03215100002

Karachi Boutique & Garments:

B-72-A, Panaroma Centre, Near Cricket Stadium, Stadium Road, Rawalpindi. Ph: 0335-5973764

• ISLAMABAD

Anam Fabrics:

Sufi Plaza Near Pizza Hut, F/10 Markaz. Tel: 0512104821

The Rehman Store:

Malik Arcade Besides Nishat, F/10 Markaz. Tel: 0512299009

Resham Fabrics:

Kohsar Plaza, F/10 Markaz. Tel: 0512104821

Ghaani Fabrics:

Yousaf Plaza Behind Shell Pump Parking, F/10. Markaz. Tel: 0512290024

Kapaa Fabrics:

Shop No 6, Sufi Plaza, F10 Markaz, Islamabad. Tel: 0512299639

ZQ fashioni:

Alapara Market, Islamabad. Tel: 0333-5596705

• FAISALABAD

Shaukat Fabrics:

D Ground, Ph: (041) 8729300

• GUJRANWALA

Mohsin Saeed Fabrics:

Main Market, Satellite Town, Gujranwala. Ph: +92-55-3254567

• LARKANA

Gul Cloth House:

Ph: 0300-3416166

• NAWABSHAH

Zayan Fashion:

Ph: 0300-0860731

• PASHAWAR

RSheen:

University Road, Arbab Road, Pashawar Ph: 03339105510, 03219063718

• KARACHI

FPL:

1st Floor Dolmen Mall Clifton Adjacent To Nishat Linen. Ph: 021-35293967

Sanazullah Store:

138 D Block 2 PECHS Main Tariq Road Karachi. Ph: 03111444910

Main Zaibunnisa Street Saddar Karachi. Ph: 03111444910

F-05, First Floor Lucky One Mall (Opp UBL Sports Complex) Gulshan-e-Iqbal Town Karachi. Ph: 03111444910

Royal Fashions:

D-12, Block H North Nazimabad, Karachi. Ph: 021 36646734

Shop 9, Vincy Mall. Ph: 021-37307090

Alwanee's:

- Shop No 1, Plot No 44-C, Opp Summit Bank, 9th Bazar Commercial Phase V, DHA Karachi. Ph: 021-35842785

Al-Amin:

- 16 A, City Centre Mall, Opp. TOOSO Restaurant Bahadurabad, Karachi. Ph: 021-34929212

Portia Fabrics:

- Bahadurabad Karachi. Ph: 02134924746, 34933157

- Jamilatan Clifton Karachi. Ph: 02135836378, 02135376714

Bin Dawood Collections:

- Bahadurabad. Ph: 34860016

- Jamilatan Clifton. Ph: 35379377

Japan Centre:

- Chawla Centre Tariq Road.

Al Karim:

- Shop# 7, Halima Tower, Opp United King Bakery/Saar Super Market, Sharfabad (Bahadurabad). UAN: 03-111-255-255

- Golden Tower Shopping Mall Defence Phase 1, Main Korangi Road Plot 101-C UG 25 25.

- Shop# 2-3, Gate# 1 R.J. Mall (Magna Shopping Mall) Main Rashid Minhas Road Gulistan e Johar.

Noor Fabrics:

- Uzma Centre Clifton. Ph: 021-5871643

Karim Cloth House:

- Near Nimco Centre Bhoori Bazar Saddar Karachi. Ph: 021-35671625

Cloth Centre:

- Main Tariq Road, Near Liberty Signal, Metro Shoes Line, Next to Bank Al-Habib Karachi. 02134310793-92

Joray Fabrics:

- Shop# 4,5 Main Saima Square One Gulistan Johar.

- Joray Store, Main Liaqat Ali Khan Road Model Colony. Ph: 021-34519678

Final Choice:

- Hydri Market North Nazimabad. Ph: 0322-2467800

Sara's Fabrics:

- Shebaz Commercial DHA Karachi. Ph: 0322-2028218

Lakhani Textile:

- Golden Tower Korangi Road Defence. Ph: 021-34522974
- Emerald Mall II, Talwar Clifton Karachi. Ph: 021-35147501

Trends Fashion Clothing Store:

- Shop G13/A Ground Floor CTC Shopping Mall, Clifton Teen Talwar. Ph: 0321-1079144

Abbas Cloth:

- Main Bazar Jauharabad. Ph: 0300-6075805

DEPALPUR

Faisal Fabrics:

- Ghalla Mandi Road Depalpur. Ph: 0341 6677793

QUETTA

Mehdi Collection:

- Hazara Town In Front of Govt Girls High School Near Khomeni Hospital Quetta. Ph: +92 315 8006167

Dukan Agha:

- Agha Collection, Near Salhi Printing Press, Sadaqat Store Road, Hazara Town, Quetta. Ph: +92 315 8006167

MANDI BAHADIN

Portia Fabrics:

- Jail Road Near Al Awar Mall, Mandi Bahaudin Ph: 05-46-515292, 0302-1499998

SAHIWAL

Bilal Faisal Traders:

- Pull Bazar Sahiwal. Ph: 03367135512

INTERNATIONAL RETAILERS

UNITED KINGDOM

Memaab:

- 122-124 Bury Park Road Luton Beds LU1 1HE. Ph: 01582 415454

- 133 Green Street London E7 8JF. Ph: 0208 472 9432

- 95 Corporation Street, Davesbury WF 131QN. Ph: 01924 504166

I Luv Designer:

- 83 Carlisle Road, Bradford BD8 8BY United Kingdom. Ph: +4401274492734

Itehad Fabrics:

- 349, Stratford Road Birmingham B11 4JY

Loyla Couture:

- 77 Arthington St, Bradford BD8 8EY, UK Phone# +44-127-4270654

Mughal Boutique:

- 113 - 118 Bradford Street Keighley West Yorkshire, BD21 3ED Ph: 0044 7446389672

Anayah by S. Farhat:

- Rear retail unit 21A) Buckingham street Aylesbury London HP202LA Ph: +44 7818 712889

Deluxe Collections:

- 165-167 Alum Rock Road, Inside Raza Plaza Shop 2, Birmingham B8 1NJ Instagram: DELUXE.COLLECTIONS

Kinezu Ltd:

- 71-75 SHELTON STREET, LONDON GREATER LONDON, WC2H 9JQ Ph: +447895408279

Fareed Hussain:

- 449 stratford Road B114LD Birmingham

Faryal's:

- 571 Stratford Road, Birmingham, B11 4LS Ph: 07598665036, 07852919045

CANADA

Akbarae:

- Mississauga Canada. 6476870047

SINGAPORE

Naina Nisa Studio:

- 7500A Beach Road the plaza Parkroyal 02-329, Singapore 199591 Phone: +65 9299 9003

DUBAI

Anabiya Fashion:

- Shop# 5, Al Fardan Building Meena Bazaar, Bur Dubai, Dubai, UAE Ph: +971501135648

AAA Collections by Al-Libbas:

- UAE. Ph: #00971557495406

Royal Textile Gallery LLC:

- Al Fahidi Plaza, Shop# 34 & 35, Behind Arabian Courtyard Bur Dubai, P.O. Box 42839 Ph: 04-3258899 050-4590491

Imrik Textile:

- Sh# 5, Mina Bazar Bur Dubai. T: +97143301108, +971569772677

Qalamkar Textiles:

- Sh# 18, Mina Bazar Bur Dubai. T: +97143383232, +971503461477

Kamil Fashion:

- Meena Bazar Dubai U. A. E Ph: +971 1551958678

Vivaa Fashion:

- Near Rangoli Restaurant Cosmos Lane, Meena Bazar Bur Dubai U. A. E Ph: +971 4287 7865, +971 50 997 7786, +971 527861122

SAUDI ARABIA

The Younge:

- Prince Majid Street, Al Aziziyah District, Jeddah , KSA. Ph: +966 59 169 6555

Taiba Collection:

- Mea alefin Street, Al Aziziyah District, Jeddah, KSA. Ph: +966 58 136 1151

Taiba Collection:

- Sahafa Street, Al Aziziyah Street, Jeddah, KSA. Ph: +966 58 136 1151

GERMANY

Nahed Kashaf Boutique:

- Comelust: 9. 64546 Mörfelden-Waldorf Ph: +49 173 9163112

USA

Original Pakistani Clothes:

- TEXAS. Ph: +1 682 718 4008

String & Thread:

- 6644 Southwest Fwy Houston, TX, 77074-2210 United States. (281)325-0699 www.stringnthread.com

Saqafat:

- Mrs. Safia Yaqoob Ph: 0092-321-2620220 www.facebook.com/miyanesaqafat, www.miyanesaqafat.com

BANGLADESH

Lakhani Collection:

- Office No. 517 - 520, Surastu Arama Centre, Elephant Road, Near Plane Masjid, Dhaka. Ph: 492-8910738-739

S.K Khanani:

- Surastu Arama Centre, Elephant Road, Near Plane Masjid, Dhaka. Ph: 492-8910738-739

Jetey Center:

- 3rd Floor New Elephant Road Beside Aeroplane Masjid. Ph: 492-8910738-739

INDIA

Fabcollections:

- Shop No.106 Aggarwal E Mall Sector 7 Rohini Delhi 110085 Ph: 9899822293, 7683061892

Pannaachindians:

- 344, Vardhaman Premium Mall, Outer Ring Road, Deepali, Pitam Pura, New Delhi - 110034 Ph: 9711299385

Saeed Collections Pvt.Ltd.

- 166, Ground Floor, Chatta Lal Man, Service Lane, New Delhi-110002 Ph: +91 9811379205, +911142334356



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