

# ÉLÉPHANT IN THE ROOM

SPRING / SUMMER 2014

 Hussain Mills Ltd



## Khadijah Shah

Dear Patron,

Another year another lawn collection-i am thrilled to announce Élan lawn 2014! After the resounding success of our collaborative venture with Hussain mills, we bring to you another mouthwatering tantalizing collection comprising fifteen designs in two color variations each. Over the years Élan Lawn has become one my favorite creative outlets, its one collection that i singularly devote myself to and pour all my inspiration, fascination, intuition and passion into. As is the case every year the designs are reflective of what dominated my mind in 2013-2014; the collection is brimming with my favorite patterns pulled together by a vibrant yet sophisticated color palette. For me this collection exudes a demure sophistication, it's feminine yet edgy, abstract yet crisp, bold but soft- in short it hit the perfect notes and the right balance.

Creative Director

**ÉLAN**

ÉLAN  
Lawn



## Hussain Fazal

Dear Patron,

On behalf of Hussain Mills I am proud to announce our collaboration with the prestigious design house Élan for the second year running and offer you Élan Lawn 2014. This Spring/Summer collection offers élan's signature prints on our time-tested fabric which is certain to enthuse both fashion followers and casual womens wear shoppers alike.

Our collaboration with Élan represents an iconic merger of skill and talent between two dynamic entities. Hussain Mills excels in creating durable, comfortable and luxurious fabric and Élan brings to patrons their artistic vision and unique aesthetics.

Indeed, the Hussain Group is one of Pakistan's leading textile houses and has achieved resounding success nationally as well as abroad and firmly believes in ethical, innovative and responsible business practices. We hope you appreciate our lawn collection 2014 for its beauty as well as quality. We look forward to bringing you many such collections in the years to come.

Hussain A. Fazal

Director  
HUSSAIN MILLS LIMITED

 Hussain Mills ltd



SUN  
SOAKED  
ÉLAN

ÉL-7B

BOHEMIAN RHAPSODY  
SPRING/SUMMER 2014

ÉL-15A



GRAPHIC ART  
SPRING/SUMMER 2014



GRAPHIC ART  
SPRING/SUMMER 2014

ÉL-15B

ÉL-15A



GRAPHIC ART  
SPRING/SUMMER 2014

ÉL-3A



INDIAN MOSAIC

ÉL-3A

INDIAN MOSAIC



SPRING/SUMMER 2014

ÉL-3B



INDIAN  
MOSAIC SPRING/SUMMER 2014

ÉL-14B



PEACOCK  
THRONE  
SPRING/SUMMER  
2014





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SPRING/SUMMER  
2014

ÉL-8A



ÉL-2B

MOROCCON  
CRUISE

SPRING/SUMMER  
2014

ÉL-2B



MOROCCON  
CRUISE  
SPRING/SUMMER 2014

ÉL-2A



MOROCCON  
CRUISE  
SPRING/SUMMER 2014



DARK ROMANCE



SPRING/SUMMER 2014

ÉL-IOB

DARK ROMANCE



ÉL-10A

SPRING/SUMMER 2014



ÉL-5A



ANIMAL  
INSTINCT

SPRING/SUMMER 2014

ÉL-8B  
**SECRET GARDEN**  
SPRING/SUMMER 2014



ÉL-9A



CHINOIS

ÉL-9B

CHINOIS



SPRING/SUMMER 2014

MIDNIGHT ROSE



ÉL-11A

SPRING/SUMMER 2014

MIDNIGHT ROSE



SPRING/SUMMER 2014 **ÉL-11A**

MIDNIGHT ROSE



SPRING/SUMMER 2014 **ÉL-11B**

DANCING PAISLEYS



ÉL-4B



SPRING/SUMMER 2014

DANCING PAISLEYS



ÉL-4A

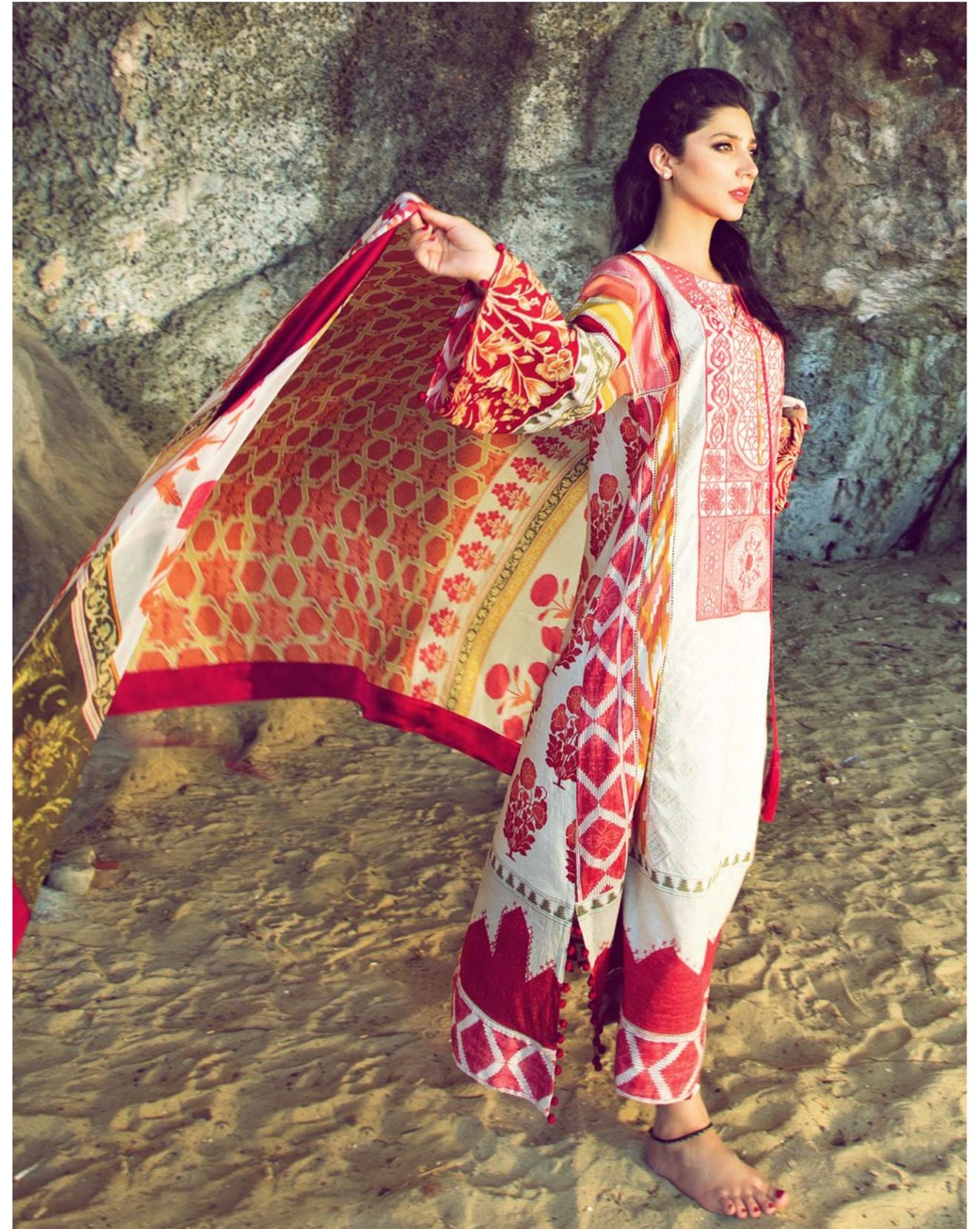


SPRING/SUMMER 2014

ÉL-12B



RAINBOW DREAM



SPRING/SUMMER 2014

ÉL-14A



**PEACOCK**  
THRONE  
SPRING/SUMMER 2014

ÉL-7B



**BOHEMIAN**  
RHAPSODY  
SPRING/SUMMER 2014

ÉL-12A



RAINBOW DREAM  
SPRING/SUMMER 2014

ÉL-13B



BUTTERFLY KISSES



SPRING/SUMMER 2014

BUTTERFLY  
KISSES  
SPRING/SUMMER 2014



BUTTERFLY KISSES



É L - 1 3 A

É L - 7 A



R H A P S O D Y

S P R I N G /  
S U M M E R  
2 0 1 4

B O H E M I A N



ÉL-6A



ÉL-6B

A woman with long dark hair is standing in a forest, leaning against a tree trunk. She is wearing a white dress with intricate gold embroidery on the neckline, sleeves, and a decorative panel on the chest. She is also holding a matching white shawl with gold embroidery, which is draped over her shoulder and arm. The background is a soft-focus forest with tall trees and sunlight filtering through the leaves.

**SINGING  
MINARETS**

SPRING/SUMMER  
2014

**ÉL-IA**

ÉL-IA



SINGING MINARETS

ÉL-IB



SINGING  
MINARETS  
SPRING/SUMMER  
2014

É L - 5 B



ANIMAL INSTINCT

SPRING/SUMMER 2014

## LIST OF STOCKISTS

### LAHORE

EXCLUSIVELY AT

**RAJA SAHIB** SHOPPING MALL  
HUSSAIN CHOWK, LAHORE

**RAJA SAHIB** SHOPPING MALL LINK ROAD,  
MODEL TOWN, LAHORE

### KARACHI

EXCLUSIVELY AT

**SANAULLAH FABRICS**, TARIQ ROAD  
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**REHMAN FABRICS**, F 10 MARKAZ  
**RESHAM FABRICS**, F10 MARKAZ

### RAWALPINDI

**LIBAS MEHAL**, KAMARAN MARKET, SADDAR  
**P&J EMPORIUM**, BAHRIA TOWN PHASE V

### JEHLUM

**MOHSIN SAEED** FABRICS

### GUJRAT

**NAWAB TEXTILE**, MUSLIM BAZAR

### GUJRANWALA

**ANARKALI** FABRICS.

RIGHTS OF STOCKS  
(NATIONWIDE/  
INTERNATIONAL)  
RESERVED WITH

### IMPERIAL TEX

RAIWIND ROAD,  
LAHORE

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Note; ELA'N STOCKS ARE AVAILABLE IN  
ABOVE MENTIONED OUTLETS NATIONWIDE  
ONLY. BE AWARE OF THE COPIES IN MARKET.

ALSO AVAILABLE AT

**ELAN FLAGSHIP** STORE, GALERIA  
MALL, GULBERG LAHORE.

PHOTOGRAPHY : GUDDU SHANI

CATALOGUE & ART DIRECTION: THE DESIGN FACTORY

*Its  
an Elan  
Summer*

[WWW.ELAN.PK](http://WWW.ELAN.PK)