SEPTEMBER 2025

fashion
COLLECTION



REEL TRENDS
Real Ends

Fall Fusion Fashion
East Meets West

TREND beauty SUSTAINABLE

DRAMA DIARIES

Healthy Gut
Healthy Mind

NATURE'S BOUNTY

NEARLY 50 YEARS OF TRUSTED QUALITY

Flat 10% Off

INTERNATIONAL BRAND
Available
in more than 115 Countries Worldwide

★ ★ ★ Made in The USA



Supports occasional stress and anxiety, supports reproductive health by balancing hormones in women and enhances sexual health in men.



A unique combination of minerals which reduces the risk of osteoporosis, improves mood and reduces anxiety.



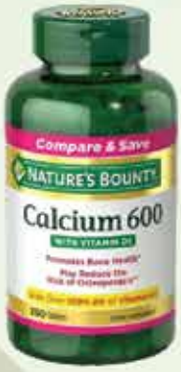
Assists in the conversion of food into energy. It also includes B complex vitamins and Vitamin C which is important for heart, immune system and antioxidant support.



Aids in the conversion of food into energy. B-12 methylcobalamin active form also provides support for heart and nervous system health.



Supports heart & immune health and provide us with the "good fats" EPA and DHA



A combination supplement used to prevent low blood calcium levels and vitamin D in people who do not get enough from their diets.



Increase energy level, helps to promote stamina and performance



L-arginine supplements benefit those with high blood pressure. It also helps to support erectile dysfunction.



Biotin helps support energy metabolism and aids in the conversion of food into energy. Supports healthy hair, skin and nails



A multivitamin supplement and it supports beautiful hair, strong nails and vibrant skin.



Promotes relaxation & sleep, improves quality of rest by helping us to fall asleep faster and stay asleep longer



It is a toning formula which aids in burning fat and weight loss.

healthybest
Also Available at:

• Dolmen Mall Clifton • Lucky One Mall • Atrium Mall • The Forum Mall • Dolmen Mall Hyderi

SIGMA PHARMA
Imported & Marketed by:
Sigma Pharma International
46-E/3, Block-6, P.E.C.H.S
Karachi - Pakistan

Sole Distributor of:
NATURE'S BOUNTY U.S.A
Importedvitamins.com

- Now available in Pakistan at all leading Stores / Chemists
- For Free Counselling & Free Home Delivery

Cell: 0333-2750875
0302-2012526

Days: Mon.to Sat.
Time: 09:00am to 06:00pm



PRODUCERS: ABDULLAH KADWANI & ASAD QURESHI

WRITER: TAHIR NAZEER DIRECTOR: MOHSIN MIRZA

FRIDAY - SUNDAY
AT 8:00 PM

7th Sky
ENTERTAINMENT
PRESENTATION

ONLY ON GEO
/HarPalGeotv /HarPalGeo
www.HarPalGeo.tv

جیو

Table of Contents

06. LETTER FROM THE EDITOR

08. REEL TRENDS, REAL ENDS:

How reel life ruined our real life! Think that influencer's life is perfect? Think again! From over-hyped weddings to flawless skin trends, we reveal how reel life is reshaping our reality and why it's time to value our own unfiltered stories.

14 . THE FUTURE OF FUSION FASHION

East Meets West: Discover how Denim, Sneakers, and Dupattas Are Redefining Streetwear this Fall in Pakistan

18. DRAMA DIARIES

From Humsafar to Udaari and Meray Paas Tum Ho, to many more; Pakistani dramas are redefining culture. Explore the positive power of the screen and the hidden pitfalls shaping our everyday lives.

22. INTERVIEW WITH ISRA ANJUM

30. SUSTAINABLE BEAUTY, MORE THAN A TREND

From Chemicals to Clean: Why Natural Beauty is the New Panadol for Your Skin

35. HEALTHY GUT, HEALTHY MIND

Struggling with bloating, acidity, or low energy? This feature explores 11 natural foods from lassi to leafy greens that nourish your gut and lift your mood.



SUNDAYS | 8:00 PM

WRITER: CONTENT LINE | DIRECTOR: BARKAT SIDDIQUI

PRODUCER: BARKAT SIDDIQUI & MD PRODUCTIONS

CAST: IMRAN ASHRAF, SONIA HUSSAIN, MIKAAL ZULFIQAR, SIDRA NIAZI, WASEEM ABBAS, NAVEEN NAQVI, SHAISTA JABEEN, ABU HURAIRAH & OTHERS.

HUM NETWORK

www.hum.tv /humtvpakistan /humnetwork

Editor's Note



Dear Readers,

September is here, a season of fresh beginnings, bold experiments and unapologetic self-expression. In this issue of Fashion Collection, we dive deep into the worlds that shape us from the screens we scroll to the clothes we wear and even the food on our plates.

We start by asking a tough question: Is reel life ruining our real life? Our feature "Reel Trends, Real Ends" uncovers the hidden pressures behind picture perfect influencers and why embracing authenticity matters now more than ever.

On the fashion front, "The Future of Fusion Fashion" explores how denim, sneakers and dupattas are reshaping Pakistan's streetwear scene this fall and in "Drama Diaries", we revisit the shows that captured our hearts and changed our mindsets, celebrating the positive power of Pakistani dramas while calling out the stereotypes they still promote.

This month, we feature Isra Anjum, the digital creator making waves. She shares her journey, challenges, and how she's inspiring a new generation in Pakistan.

While beauty takes a mindful turn in "Sustainable Beauty: More Than a Trend", where we say goodbye to heavy chemicals and hello to conscious, eco-friendly choices that heal both our skin and our planet. Finally, health meets lifestyle in "Healthy Gut, Healthy Mind," with 11 desi superfoods and recipes that nourish the body and uplift the soul.

This month, let's celebrate fashion, culture, beauty, and wellness not as separate worlds, but as one vibrant lifestyle. Because true style isn't just about what we wear; it's about how we live, feel, and connect.

Happy Reading!

Masooma Hassan

PUBLISHER
Imran Aziz
ASSOCIATE PUBLISHER
Mazhar Jafre
GENERAL MANAGER
Ahsan Rizvi
EDITOR
Masooma Hassan
SOCIAL MEDIA EXECUTIVE
Mahrukh Waqas
GRAPHIC DESIGNER
Ali Haider
MANAGER SALE
Azfar Al Haiyan
+92-331-7570248
WEBSITE COORDINATOR
Syed Hadi Ali
CONTRIBUTER
Kiran Zehra
PHONE
021-35389949
DISTRIBUTION
Fashion Collection Circulation
PRINTED AT
Icon Prints & Packages,
Badri Manzil, Pakistan Chowk
Karachi.
E-MAIL
monthlyfashioncollection@gmail.com
WEBSITE
www.fashioncollectionpak.com
ADDRESS
3rd Floor, Plot No. 17-C, 12th Commercial Street, DHA Phase 2(EXT),
Karachi, Pakistan

From design to content, every aspect of the magazine and digital media is managed by
DIGITAL STREET


KIWI
SINCE 1906
کیوی کا وعدہ
چمک بھی حفاظت بھی
KIWI
SHOE POLISH
BLACK
SAVE Rs. 100/-
KIWI
SINCE 1906
The World's No.1
SHOE POLISH
SHINES, NOURISHES & PROTECTS
BLACK
07357459525972
اب -/100 روپے کی بڑی بچت کے ساتھ
KiwiPakistan
KiwiPakistan
www.peridotproducts.com

REEL TRENDS Real Ends

How Reel Life Ruined Our Real Life

Scrolling through Instagram reels or TikTok has become as common as sipping chai in the evening. From perfectly choreographed dance videos to “day in my life” vlogs of influencers, the reel world feels more addictive than Netflix but while we binge watch those 30 second clips, our real lives quietly pay the price.

In Pakistan, reel culture is booming. From Lahore’s fashion bloggers to Karachi’s food vloggers and Islamabad’s lifestyle influencers, our feeds are flooded with “perfectly filtered” lives. Behind every reel, however, is a ring light, multiple retakes, and hours of editing. The influencer flaunting a Paris vacation might have saved for months or been sponsored, but when we compare ourselves, we end up questioning our own worth.

The Pressure Cooker of Expectations

Social media reels are no longer just entertainment they’re reshaping how we look, love, and live. What started as harmless fun has turned into a pressure cooker of unrealistic standards, especially for Pakistan’s youth.

Beauty Pressure: The global rise of Korean skincare has sparked a frenzy for “glass skin.” Many young girls in Pakistan are now spending thousands on imported 12 step routines, forgetting that desi skin responds better to age old remedies like haldi masks or ubtan.

Relationship Pressure: Influencer couples post curated reels of candlelit dinners, luxury vacations, or choreographed dance videos; against such backdrops, ordinary “chai date” moments start to feel inadequate, even though they’re far more real and meaningful.

Lifestyle Pressure: From Karachi’s luxury brunches to Islamabad’s farm-house weddings, celebration has become a competition. A viral Mehndi look by Ayeza Khan or a vacation vlog by Hania Aamir sets off a ripple effect, where brides and travelers feel pressured to recreate the same even when budgets don’t allow.

The result??

Stress, financial strain and sometimes even broken relationships.



POWER OF BRIGHTNESS
POWER OF PROTECTION



Super Bright - Super Clean
One Bottle, Hundreds of Uses.
Trusted by Families. Powered by ACI

www.atlantischemicalindustries.com

Available on: Daraz | Pandamart | Imtiaz

The Shortcut Illusion

Another dangerous trend in reel culture is the obsession with "getting rich quick." Countless clips glorify easy money hacks, crypto tips, or luxury cars with captions like "drop out and live free", for many young Pakistanis, this creates a false belief that education and hard work are outdated. Instead of building skills or focusing on studies, hours are wasted chasing likes, sponsorships, or "viral fame." But the harsh truth is that very few ever make it big and those who do often struggle with unstable careers and wellbeing challenges. This shortcut mindset is quietly eating away at long-term growth, leaving behind unfulfilled dreams and wasted potential.



milk shake®

Integrity restructures and nourishes all hair types.
It restores the hair's natural components for shiny, soft and healthy hair.

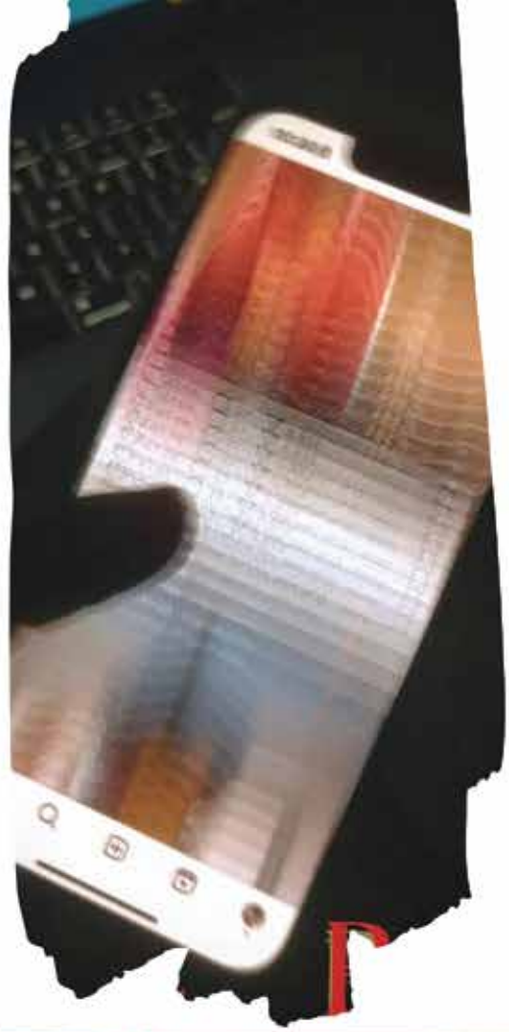


COSMO
GROUP

Plot 15-C, Zamzama Commercial DHA-Phase V Lane-6, Karachi.
info@cosmogroup.com.pk | +92 213 5878324-5 | www.cosmogroup.com.pk

Follow us on:@milkshakehairpk #zoneconcept

The Research Reality



Studies in Pakistan now confirm the toll of this reel-driven lifestyle:

A 2025 study of young adults in Lahore found that over 66% spend more than 11 hours daily on social media. Among them, 72% reported anxiety, 88% faced sleep problems, and 82% struggled with body dissatisfaction.

Research from Islamabad and Rawalpindi shows a strong link between social media exposure and psychological stress, intensified by social pressure.

Experts warn that cyberbullying, social comparison, and disrupted sleep are major side effects of reel overuse, further harming mental well-being.

So, What Can We Do?

The solution lies in taking back control and remembering that reels are just highlights, not real life.

Unfollow Pressure: If certain influencers make you feel "less," don't hesitate to unfollow.

Celebrate Local Joys: A cozy chai dhaba hangout beats an overpriced café reel any day.

Limit Screen Time: Swap endless scrolling for family gupshup or outdoor activities.

Keep It Authentic: Share your life unfiltered. Not every moment needs background music or edits to matter.

Focus on Growth:
Instead of chasing short cuts, invest time in skills, education, and real experiences.

In the end, reel life may glitter, but it's our real life that truly matters.




MONDAY - FRIDAY
09:05 - 11:00 (AM)
with
RIJAH
Sohail
SEASON 07
Chai aur toast
HOST
DawnNews | Subscribe to our youtube channel.
DAWN
نیوز

East Meets West

How Denim, Sneakers & Dupattas Are Redefining Streetwear in Pakistan

Fashion has always been a dialogue, a constant conversation between tradition and modernity, between global influences and local roots. In Pakistan, this conversation is louder and more stylish than ever before. The country's urban fashion scene is embracing a fusion fashion revolution where denim jackets meet embroidered dupattas, sneakers walk with shalwars, and hoodies pair effortlessly with lehenga inspired skirts.
It's not about choosing between "Eastern" or "Western" anymore, it's about owning both identities at once.







The New Streetwear Trinity:
Denim, Sneakers & Dupattas

Streetwear was once the domain of hoodies, graphic tees, and skate sneakers. But in Pakistan, young people are rewriting the rules, weaving in elements of tradition:

Denim is no longer just jeans. Oversized jackets are embroidered with mirror work, truck-art patches, and Sindhi inspired motifs. Designers experiment with hybrid cuts, think denim kurtas or culottes paired with khaddar tunics.

Sneakers have broken free from being "too casual" for eastern wear. From Karachi's cafes to Lahore's campuses, they're styled with shalwar kameez, abayas, and even lehengas at after parties. White sneakers still reign, but earthy tones like mustard, clay, and olive are gaining ground, often hand painted with ethnic designs.

Dupattas once symbols of formality have stepped into streetwear. Draped loosely, tied like scarves, or even styled as bandanas, they now carry graffiti style calligraphy, block prints, or digital art. Designers are even experimenting with denim dupattas and slogan printed fabrics.
Together, these three pieces form the heart of Pakistan's cultural streetwear: practical, youthful, and unapologetically hybrid.





STARTING FROM: 8TH SEPTEMBER, 2025

MONDAY & TUESDAY | 8:00 PM

WRITER: SYED NABEEL | DIRECTOR: SAIFE HASAN

PRODUCER: MOMINA DURAID PRODUCTIONS

CAST: WAHAJ ALI, SEHAR KHAN, ARSLAN NASEER, ROMAISA KHAN, SIDRA NIAZI, LAIBA BUTT, SYED JIBRAN, IRFAN MOTIWALA, NADIA AFGAN, TAMKENAT MANSOOR, ARBAAZ KHAN, ASIF KHAN, NABEEL AHSAN & OTHERS.

HUM NETWORK

www.hum.tv /humtvpakistan /humnetwork

FALL 2025:

Fusion Fashion in Full Color

This fall, fusion fashion is moving into bolder territory, guided by a color story that blends vibrancy with heritage.

Earth + Jewel: Terracotta, mustard, and olive set against sapphire blue or ruby red.

Neutral + Accent: Charcoal or beige bases punctuated by neon pink or turquoise dupattas.

Metallic Highlights: Gold thread embroidery on denim, silver finishes on sneakers.

These tones keep outfits rooted in tradition while making them Instagram ready, perfect for Pakistan's youth balancing mehndis on weekends with campus runs during the week.

Why Fusion Works Right Now

Scroll through Instagram or TikTok and you'll see it: Pakistani Gen Z is global in mindset yet deeply tied to heritage. They're vibing with Coke Studio tracks one minute, styling truck art sneakers the next. Fusion fashion embodies this reality. It's rebellion stitched with tradition, comfort paired with culture, and a style that feels as good in the streets of Karachi as it does in the feeds of international fashion pages.



THE FUTURE OF FUSION FASHION

Fall 2025 is just the beginning. Expect to see:

Dupattas styled like hoodies.

Sneakers embroidered with truck art motifs.

Denim lehengas cinched with chunky belts.

Pakistan's fashion industry is no longer just following global trends; it's setting them and with every denim patch, sneaker sole, and reimagined dupatta, the world is watching.






www.humnews.pk
HUM news
آگے کی سوچ
فیصلہ آپ کا
عاصمہ شیرازی کے ساتھ
MONDAY TO THURSDAY at 08:03 PM

DRAMA DIARIES

In Pakistan, television dramas are more than just evening entertainment. They're conversation starters, cultural influencers, and sometimes even trendsetters. From kitchen gossip to university debates, the storylines we watch seep quietly into our daily lives, shaping how we think, talk, and even behave.
Pakistani dramas are not just scripts on paper; they're mirrors reflecting our society and sometimes, magnifying its flaws. When crafted thoughtfully, these stories can inspire hope, connect generations, and even trigger meaningful change. But when handled carelessly, they risk normalizing what we should be questioning.

THE HEALING SIDE OF DRAMAS

At their best, Pakistani dramas provide therapy through storytelling. They offer catharsis, spark dialogue, and allow audiences to confront taboo issues in a safe space.

"Dhoop Kinare" : Decades old but still iconic, it depicted professional women in medicine with grace and independence, offering a progressive role model at a time when female careers were less represented on screen.

"Humsafar" : Beyond the romance, it portrayed the strength of Khirad's character, showing resilience in the face of betrayal and loneliness. For many women, it was a reflection of dignity and quiet empowerment.

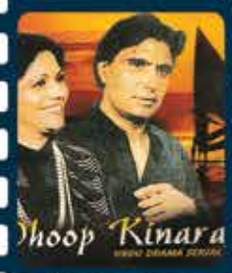
"Udaari" : Perhaps the boldest drama of its time, it tackled child abuse with sensitivity and courage. The storyline didn't just entertain; it forced families, schools, and policymakers to acknowledge a crime often brushed under the rug. It showed how drama can serve as a catalyst for awareness and reform.

"Qarz-e-Jaan" : have ventured into unconventional, socially uncomfortable themes reminding us that TV can challenge silence and normalize dialogue.

"Alif", "Yaqeen Ka Safar", and
"Ehd-e-Wafa" gave audiences something bigger to hold on to: spirituality, moral courage, and loyalty. They proved that screen stories can heal when life feels heavy.

"Suno Chanda" reminded viewers that love doesn't always have to hurt, it can be playful, healing, and rooted in family ties.

"Ehd-e-Wafa" and **"Parvarish"** highlighted solidarity and loyalty, celebrating bonds that go beyond romance. They planted seeds of empathy, teamwork, and collective growth in young viewers who often crave relatable stories of friendship.















THE HURTING SIDE OF DRAMAS

But the coin has another side one that quietly damages viewers while pretending to entertain. Repeated themes of toxic love, passive heroines, and endless family feuds often normalize unhealthy patterns.

“Mere Paas Tum Ho” glorified betrayal and toxic masculinity. Instead of questioning these dynamics, the narrative almost romanticized them, leaving audiences divided but deeply influenced.

“Kaisi Teri Khudgarzi” turned obsession into love, reinforcing the idea that a woman’s resistance will eventually melt into affection, a dangerous message for impressionable youth.

"Ishq Murshid", **"Man Mayal"**, **"Badzaat"**, even **"Mere Humsafar"** dangerously flirt with glorifying obsession and unhealthy passion. Suffering is too often portrayed as proof of true love, distorting how young viewers imagine romance.

"Mere Humsafar" Hala became a household name, but her story reinforced the belief that patience, not agency, is a woman’s greatest weapon. This subtle messaging can hold women back instead of pushing them forward.

"Parvarish", **"Jafaa"**, and "**Teri Chahoon Mein"** echo real life issues, but they often trap audiences in endless cycles of toxic households, rarely offering solutions. Instead of encouraging healthier dynamics, they normalize constant conflict.

"Man Mayal" or **"Ishq Murshid"** blur the line between reel fantasy and real expectations. Designer wardrobes, lavish weddings, and palatial homes look dazzling onscreen but create dangerous comparisons in everyday lives.

"Yaqeen Ka Safar" shows men often end up rescuing women in the final act. This subtle undertone undermines the strength of female characters, unintentionally suggesting that women cannot win without a male protector.



WHY DRAMAS MATTER SO MUCH HERE



Unlike in many countries, Pakistani dramas are not just one entertainment option among many. They're part of the cultural fabric. A prime-time slot can silence an entire household; families gather together, share reactions, and carry the debate into workplaces and classrooms the next day.

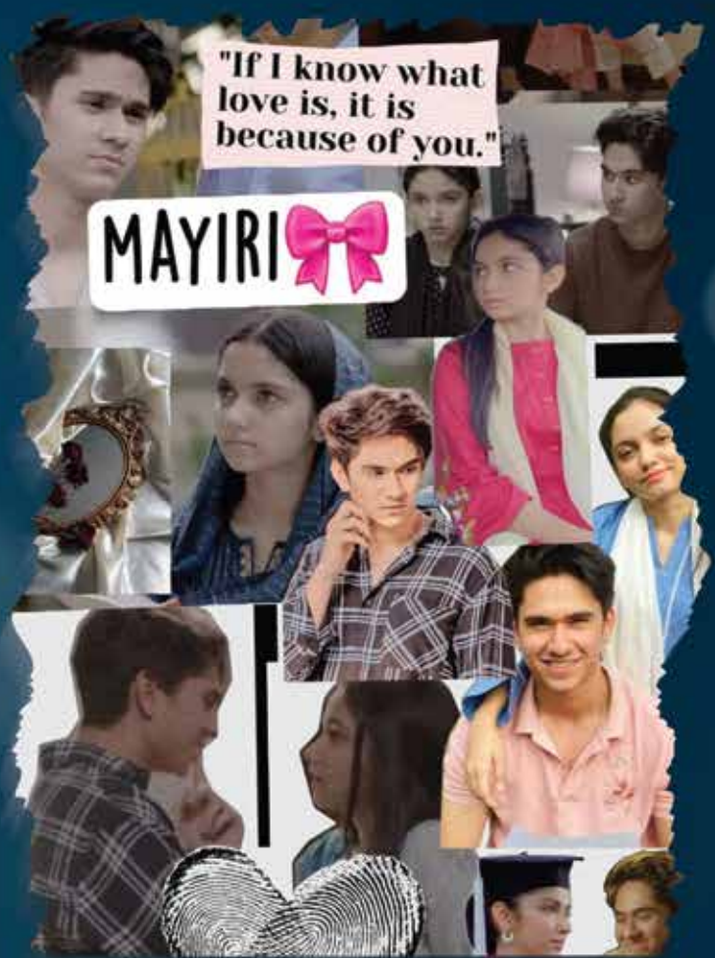
This influence makes the stakes higher. A single line from a lead character can reinforce a stereotype or dismantle it. That power is why our drama industry holds both immense potential and immense responsibility.

Therapy or Trap? The Choice is Ours!

Pakistani dramas are caught in a tug of war between healing and hurting. On one hand, they inspire, educate, and comfort; on the other, they risk embedding toxic patterns and false ideals.

It's almost as if TV is both therapy and trap; powerful enough to heal us, yet risky enough to mislead us. The difference lies not only in how dramas are written, but also in how consciously we choose to watch. If audiences demand better, writers and producers will be pushed to raise the bar.

So, the next time we sit down with our family to watch the latest blockbuster drama, perhaps we should ask ourselves: Is this shaping me in ways I want to be shaped?



The screen is powerful and it's time we use it wisely


www.humnews.pk
HUM news
INDEPE
DENT
INSPIRA
TIONAL
INVESTI
GATIVE
HUM news
آگے کی سوچ



Interview with

Irsa anjum

Personal Journey:

What challenges did you face when starting your journey, and how did you overcome them?

One of the toughest parts of being a content creator is the pressure to always be "on." You're expected to post consistently, stay trendy, engage, create fresh ideas, and honestly, it gets exhausting. And of course, there's the judgment people assume this isn't a "real job," or thinking all I do is dress up and post pictures. But they don't see the sleepless nights, the editing stress, the planning, or the mental load that comes with putting yourself out there every day. From random DMs to real-life comments like "yeh bhi koi kaam hai?", I've heard it all. But eventually, I stopped letting those opinions define me. The truth is, I started enjoying. Like genuinely. It became my space, where I could be creative, expressive, and just me. Every time I filmed or edited something I loved, I felt fresh, excited, and so aligned with who I am.

Can you share what inspired you to become a digital creator focusing on fashion, lifestyle, and food?

Honestly, becoming a digital creator was never a planned journey. I've always had this love for dressing up, trying new makeup looks, and hunting down good food. I started sharing bits of my everyday life, not thinking much of it, but the love and encouragement I received made me realize that this is something I truly enjoy. At first, I shared content for fun, but when people began engaging with my content and showing appreciation, I felt even more inspired to create. I never planned on becoming a digital creator, but it happened because of the amazing support I got. Then I decided to take content creation seriously. Now it's something I love doing every day.

How has living in Karachi influenced your content and perspective as a creator?

Karachi's vibe is unmatched, and I feel like it's a big part of my identity as a creator. It's a city that never sleeps, and there's always something happening, from huge fashion events and pop-ups to small street-side carts selling the best chai and bun kebabs. I get inspired by everything around me, the bold style of people, the amazing local brands, the late-night food scene, and even the random moments on the streets. What I love the most is the diversity. One day I'm covering a high-end café in DHA, and the next day I'm filming at a small hidden spot in Saddar. The audience here notices the small details, whether it's a unique food spot, a local makeup product, or an affordable fashion look. So I make sure my content reflects what they truly relate to, a mix of glam and everyday life.









Can you discuss your role as a self-taught makeup artist and how it integrates with your content?

Makeup has always been one of my favorite ways to express myself. I'm completely self-taught; everything I know comes from watching tutorials, trying new things, and just learning through practice. For me, makeup is more than just a routine; it makes me feel fresh, confident, and creative. It's like my little escape, my way of expressing moods and emotions. Even though I don't do it professionally, it plays a huge part in my content. Whether it's a GRWM, a soft glam to match an outfit, or just trying new products, makeup helps me tell a story and connect with my audience in a fun, relatable way.

How do you balance your personal life with your responsibilities as a digital creator and PR manager?

Honestly, it's not easy, and I won't pretend I've got it all perfectly balanced. There are days when I feel completely exhausted, but I've learned to set small routines, plan my content, and give myself grace when things don't go as planned. I usually plan content during weekends or late evenings when I'm free, and I batch shoot when possible. But I've also realized it is okay to slow down. I don't need to post every single day to stay relevant. Taking care of myself, spending time with family, and just living life offline are just as important.

Content Creation and Engagement:

How do you decide on the themes or topics for your posts and collaborations?

I like to keep my content as close to real life as possible. Most of my ideas come from whatever I'm currently into; it could be an outfit I loved, a new place I tried, a makeup look that made me feel good, or just a random moment that felt worth sharing. I don't try to over-plan or follow every trend; if something doesn't feel like "me," I don't post it. For me, collaborations are more than just promotions; they're meaningful partnerships. I only work with brands whose values and quality genuinely align with my content and what my audience trusts. It's important that whatever I promote is something my followers will find useful and believe in.

Can you describe your process for creating engaging content that resonates with your audience?

I don't follow a strict formula; most of my content ideas come from my daily life. Whether it's an outfit I wore, a makeup look I tried, something I ate, or even just a random mood, if it feels real to me, I'll share it. At the end of the day, I create content that I enjoy making and that feels me. If it's authentic, it'll always resonate.

What strategies have you found effective in growing and maintaining your follower base?

I've learned that growth comes when you stay consistent and authentic. I think a mix of consistency, creativity, and honesty has worked for me. I try to interact with my audience as much as I can, even if it's just replying to stories or dropping a voice note in DMs. It makes the community feel more personal. And I think that personal connection is what turns followers into loyal supporters. Over time, I've realized it's not about growing fast, it's about growing with the right audience. People who connect with your vibe, your content, your energy. So instead of chasing quick numbers, I've focused on building real engagement. That's what lasts.

How do you handle feedback, both positive and negative, from your followers?

I try to look at feedback as part of the process. The kind messages, the support, the little DMs, they mean everything to me and remind me I'm on the right path. And when someone gives thoughtful criticism, I take it seriously. I always want to grow and improve. But I've also had to build a thick skin. Some people are quick to judge or say something harsh without knowing the full picture. I've learned to protect my peace and not let it dim my passion. At the end of the day, I'm proud of what I create, and that's what matters most.

Can you share a memorable experience or interaction you've had with a follower or brand?

I once worked with a brand that I genuinely used and loved way before they ever reached out. When they approached me for a collaboration, it felt surreal because it was such a full-circle moment. The best part was, they gave me full creative freedom, which made the whole process so organic and enjoyable. It didn't feel like "work"; it felt like a creative exchange, and the content performed well, too. It was one of those moments where I felt seen and appreciated not just as a creator, but as a creative person.

FASHION AND LIFESTYLE INSIGHTS:

How would you describe your personal fashion style, and what influences it?

My fashion style is just an extension of who I am. It's not about following every trend. It's more about wearing what makes me feel confident and comfortable in my skin. Some days I love being super dressed up with bold accessories, and other days I'm in oversized shirts and sneakers. It depends on my mood. I get influenced by everyday life, people I see on the streets, music videos, childhood memories, and even my mother's wardrobe sometimes. Social media plays a role too, but I always try to add my twist to whatever I wear. For me, fashion is personal. It's not about being perfect, it's about being real and expressing yourself through clothes.

What are your go-to fashion staples that you believe everyone should have?

My go-to fashion staples are all about comfort, confidence, and versatility. I believe everyone should have a few timeless pieces that they can mix and match in their unique way.

For me, the must-haves include:

A classic white button-down shirt, you can dress it up or down, and it always looks fresh.

Well-fitted denim, a good pair of jeans, never goes out of style.

Gold hoops or minimal jewelry instantly elevate any outfit.

A solid pair of white sneakers is a must for me; I've worn mine to death.

But beyond clothes, I think the real staple is knowing your vibe. Like, once you figure out what makes you feel confident, you stop chasing every trend, and that's where personal style begins.



How do you stay updated with the latest fashion trends, and how do you incorporate them into your content?

To be honest, I don't run after every trend; I watch what's happening, but I pick and choose what feels right to me.

Most of the time, I just scroll through Instagram or TikTok and notice what keeps popping up: certain colors, silhouettes, or styling hacks. I also follow a few fashion creators whose content feels real and not overly commercial. Sometimes I'll see a random street style look or even a viral reel and think, "Okay, I can try that my way."

If a trend feels wearable and fits my vibe, I'll try to style it in my way and show that in my content. But if something doesn't suit me or feels forced, I just leave it. I've learned that everything trendy doesn't have to be part of my feed; it's better to stay true to my style.

So I'd say I stay updated, but I don't let trends take over. I like keeping things real and relatable for my audience.

Can you share tips for individuals looking to develop their own unique style?

The best tip I can give is to stop overthinking it. A lot of people get stuck trying to find a "perfect" style and end up copying others. But the truth is, your style just comes from wearing what feels right, even if it's messy or doesn't match perfectly.

Try stuff out, mix things up, and don't stress if you mess up. That's how you learn. And don't worry about what others think, wear what makes you happy.

Also, it's okay to have days when you just want to throw on something comfy and not care. Style isn't about looking perfect 24/7, it's about being yourself, even if that means sometimes looking a bit weird or different.

So yeah, keep it simple, have fun, and don't rush. Your style will find you when it's ready.



How do you approach sustainable fashion, and what advice do you have for those looking to make eco-friendly fashion choices?

I won't pretend I'm perfect when it comes to sustainable fashion; it's a learning process for me, too. But I try to be more mindful about what I buy and how often. Instead of chasing fast fashion trends that get tossed after a few wears, I focus on pieces that I know I'll wear a lot and can style in different ways.

My advice to anyone wanting to embrace eco-friendly fashion is to start small and focus on quality over quantity. It's about valuing what you already have, being patient with your wardrobe, and supporting brands that align with those values. Sustainability doesn't mean giving up style; it means redefining it with intention and care.

Food Exploration:

What role does food play in your content, and how do you choose which cuisines or dishes to feature?

Food is honestly a big part of my life, so it naturally ends up in my content too. I don't plan it too much. I just share what I'm eating or craving. Sometimes it's simple comfort food from home, other times I'm trying out something new or cool from a local spot.

When I pick what to feature, it's really about what I'm enjoying at that moment or what feels interesting to share. I like keeping it real, so if I'm loving biryani one day or a quirky dessert the next, I'll show that. Food is such a vibe, and it connects people, so I want my content to feel like that, genuine and relatable.

Can you share a memorable food experience from your travels or within Karachi?

One of the coolest food experiences I've had was at this tiny Korean food kiosk in Karachi. It's just a small setup, nothing fancy, but the food was honestly so good. I tried their kimchi fried rice and spicy chicken, and it surprised me. It tasted way more authentic than I expected, like a little getaway without leaving the city.

What made it memorable was just hanging out there with my friends, eating something different, and soaking in the whole vibe of the place. It's those simple, low-key moments that stick with me more than fancy dinners. Karachi's got so many hidden gems like that, and I love sharing them because it's real and relatable.

How do you balance showcasing indulgent foods with promoting a healthy lifestyle?

Growing up in a desi household, food is love, and let's be real, it's not always salads and smoothies! We celebrate everything with food, and that means rich curries, sweets, and second servings from a mom who won't take no for an answer. So for me, a healthy lifestyle has never been about cutting those things out; it's about finding balance. I'll enjoy my biryani, but I'll also make time for movement, hydration, and checking in with how my body feels. I think being healthy includes enjoying the food that connects you to your culture and family. It's not about restrictions, it's about moderation and mindset.

What are your favorite local eateries in Karachi that you recommend to your followers?

Karachi has my heart when it comes to food, there's honestly nothing like it. I always tell people, if you haven't done a proper trip to Burns Road, have you even eaten in Karachi? Waheed ki kabab fry, Delhi Rabri House, chaat from the roadside, it's all unmatched. Then there's Hussainabad Food Street, it's a bit chaotic but that's part of the charm. The haleem, gola ganda, BBQ, sab kuch milta hai, and it's all full of flavor. For those chill dinners, I love Do Darya, not just for the view but also for the solid seafood and BBQ. If I'm craving proper bun kabab or fruit chaat, Nursery is a regular stop. And near the Passport Office, there's this old-school kachori stall that's been around forever, crispy, spicy, totally nostalgic. I'm also a fan of Hot n Spicy's chatni rolls (they're addictive!) and the cheese loader burger at Bon Bistro when I want something extra. For real desi cravings, Javed Nihari and Student Biryani are comfort food at its best. And chaat from Bombay Chaat House in Bohri Bazaar? Iconic. Karachi food isn't fancy, it's flavorful, comforting, and full of stories. That's what I love sharing.

How do you approach food photography to make dishes look appealing to your audience?

Honestly, I try to keep it real but appetizing. Food is already beautiful, especially desi food with all its colors textures, and richness, so I focus on capturing that.Good natural lighting is everything for me; I usually shoot near a window during the day. I don't over-style or over-edit because I want people to feel like the food is actually in front of them, not just on a screen. Sometimes a messy biryani plate or dripping chutney roll tells a better story than a perfectly plated dish. I also play around with angles, flat lays for thalis, close-ups for juicy kebabs, or handheld shots for street food. And of course, if steam is rising or cheese is pulling, I'm hitting record! I want my audience to feel the warmth, smell the spices, and crave that first bite just through the photo.

Professional Insights:

What qualities do you look for in brands or individuals when considering collaborations?

I'm super picky with collaborations, to be honest. I need to connect with the brand or person. I also look at how they treat creators. If they respect your time, your voice, and give you creative freedom, that makes a huge difference. I can't stand forced promos or being told exactly what to say , my audience knows me, and I never want to post something that feels fake. I also love working with people who support local talent or represent our culture in a real, meaningful way. At the end of the day, if it doesn't feel right in my gut, I won't do it, no matter how big the brand is.



How do you stay organized and manage your time effectively between content creation and PR responsibilities?

Honestly, it's not always as organized as it looks. Managing content creation and PR together gets hectic, and there are days when I feel like I'm all over the place. I try to plan my week loosely, like keeping certain days for shooting and others for catching up on PR work and emails, but things don't always go as planned, especially with last-minute changes or brand deadlines. I use my phone for everything, reminders, notes, and even dumping random content ideas. Sometimes I'll shoot 2-3 looks or videos in one go just to stay ahead. And other times, I'm editing something the night before it's due, it happens. What helps is staying consistent and learning to prioritize without burning out. I've just accepted that it won't always be perfect, but as long as I keep showing up and doing my best, it works.

Can you discuss a successful collaboration that had a significant impact on your career?

One of the collaborations that stands out in my journey is with Bagallery, and it happened during my early days as a content creator. I didn't have a big following at the time, but they reached out to include me in their biggest Fashion Fest campaign, and that meant a lot. It was one of my first major collabs, and the fact that they trusted me with such a big campaign boosted my confidence. They gave me full creative freedom, which made the whole experience even better. I created content that felt true to my style, and the response from my audience was amazing. That collaboration opened so many doors for me and made me realize that being real and consistent can take you places.

What advice would you give to aspiring digital creators looking to enter the fashion and lifestyle niche?

If you're thinking of starting, just do it. Don't wait for a new phone, a better camera, or the "perfect" vibe. I started with zero followers, basic tools, and no clue what I was doing. I used to shoot in my room, edit on my phone, and overthink every single post. But the truth is, no one has it all figured out in the beginning. You learn by doing. You improve by showing up. And the only thing that makes you stand out in this space is being you. Not copying others, not faking perfection, just being real. Also, don't stress over numbers; followers will come, brands will come, but focus on building something genuine first. Talk to your audience like real people. Support others. And don't let slow days or low engagement mess with your confidence. If you love it, keep going even when it's quiet.



بنو ایک آواز



www.aiknewshd.tv

/@AikNews_
/aiknewspakistan
/@aiknewspakistan
/AikNewsPakistan
/Aik_pakistan_

Sustainable Beauty:

More Than a Trend

Imagine this: you pop a Panadol when you're sick, but what about your skin when it's bombarded daily with heavy chemicals? From harsh cleansers to foundation filled with toxins, our beauty routines often treat skin like a canvas instead of a living, breathing organ. Over time, these "quick fix" solutions act like silent stressors, leaving behind dryness, dullness, and long term damage.

But thankfully, a global shift is happening. Beauty is moving from "chemical quick fixes" to "natural, organic, and sustainable skincare." This isn't just a fad; it's a lifestyle choice. Pakistani consumers, especially Gen Z and millennials, are becoming more conscious of what they put on their skin, just like what they put in their bodies.

Why It Matters

Gentle Healing, Long-Term Results:

Natural products whether it's aloe vera gels, rosewater toners, or haldi masks don't promise overnight miracles. But unlike chemical-heavy cosmetics, they work with your skin, not against it. According to dermatologists, ingredients like aloe and green tea extract contain antioxidants that help repair skin at the cellular level instead of masking the problem.

Eco-Friendly Beauty:

The beauty industry is one of the largest contributors to plastic waste, with packaging making up over 120 billion units of waste globally each year. Sustainable brands are saying no to single-use plastics, animal testing, and toxic chemical runoff. Choosing them means you're not only healing your skin but also lowering your carbon footprint.

Cultural Revival:

Remember daadi's neem paste or multani mitti masks? Turns out, she was right all along. Science now backs these DIY remedies. Neem has antibacterial properties, yogurt contains lactic acid that gently exfoliates, and turmeric (haldi) reduces inflammation. Sustainable beauty isn't about inventing something new; it's about rediscovering and honoring what was already working.

Skin is an Organ, Not a Canvas:

Here's a fun fact: your skin absorbs up to 60% of what you put on it. That means those unpronounceable chemicals in face washes or lipsticks don't just sit on the surface, they sneak into your bloodstream. Clean beauty is really just clean health.

TIPS FOR A CLEAN beauty routine





Switch to gentle, sulfate-free cleansers: Harsh foaming agents strip your skin barrier, leaving it thirsty and irritated.

DIY Kitchen Masks: Try haldi + honey for glow, yogurt + oats for exfoliation, or coffee + coconut oil as a natural scrub. Your fridge is basically Sephora with better deals.

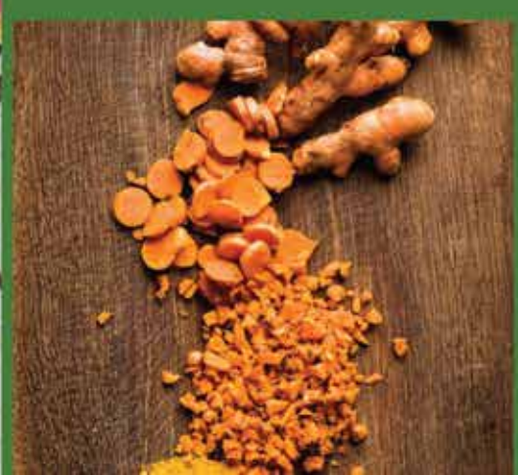
Eco Packaging Hack: Reuse glass jars and bottles. Store homemade scrubs or even jewelry in them. Sustainable living can be aesthetic too.

Skin Fasting: Go makeup free at least one day a week. Let your skin breathe just like your body does.

Double Duty Products: Use multipurpose products to cut clutter and waste. For example, coconut oil can be a cleanser, moisturizer, and hair mask in one.

Track Expiry Dates: Skincare isn't forever. Using expired products can be worse than using chemicals.

Beauty Beyond Bottles: Meditation, good sleep, and drinking water do more for your skin than the fanciest serum. Stress ages skin faster than pollution so your skincare routine should start with self-care.







The truth is simple: just like Panadol isn't meant for everyday use, chemical heavy skincare shouldn't be your daily go to. Our skin deserves balance, nourishment, and care rooted in nature. By embracing natural and sustainable beauty, we not only protect our health but also our planet.
It's time to trade quick fixes for conscious choices because real beauty doesn't come from a bottle, it grows from nature.













Glow-Up Fact

* Your skin renews itself every 28–40 days. Sustainable skincare is about supporting that cycle, not speeding it up.
* Switching to bar cleansers instead of bottled ones reduces plastic waste by up to 80%.
* Stress ages skin faster than sunlight so skincare without self-care is only half the job.

KORA™
ORGANICS

MILKY MUSHROOM
GENTLE CLEANSING OIL / ULTRA-HYDRATING MASK



This dual-phase deep cleansing oil transforms when shaken into a creamy milk that gently and thoroughly removes dirt, oil and eye makeup — even waterproof mascara. Nourishes and binds moisture to the skin with a nutrient-rich blend of Silver Ear Mushroom and Sunflower Seed, Babassu and Apple Seed oils, leaving skin clean, soft and smooth without clogging pores. A great first step in your double cleansing routine.

This milky moisture-locking mask deeply hydrates, plumps and renews to boost skin's radiance when it needs it most. Silver Ear Mushroom and Hyaluronic Acid restore moisture while Coconut Milk and Aloe nourish your skin for a healthier, supple glow.

COSMO
GROUP

Plot 15-C, Zamzama Commercial DHA-Phase V Lane-6, Karachi. Web: info@cosmogroup.com.pk | +92 213 5878324-5 | www.cosmogroup.com.pk

Follow us on: cosmogroup.pk #provenpowerfulorganic



PRODUCERS: ABDULLAH KADWANI & ASAD QURESHI

WRITER: NUZHAT SAMAN DIRECTOR: SYED MUHAMMAD KHURRAM

DAILY AT 7:00 PM

7th Sky ENTERTAINMENT PRESENTATION

ONLY ON GEO

/HarPalGeotv /HarPalGeo

www.HarPalGeo.tv

جیو

Healthy gut, Healthy Mind

11 Desi Foods Your Gut Will Thank You For Because even your stomach deserves a little self-care.

We've all been there: stuffing ourselves with nihari at a wedding, grabbing late night shawarma after a hangout, or sneaking in pakoras with chai on a rainy day. Delicious? Absolutely. Gut friendly? Not so much!

Here's the truth: your gut isn't just about digestion; it's your "second brain." It controls your mood, immunity, energy levels, and even how glowing or dull your skin looks. Though fad diets and fancy supplements flood Instagram feeds, the secret to gut health is already sitting in our Pakistani kitchens.

Gut Friendly Foods Straight Out of the Desi Kitchen

Dahi (Yogurt)

Your nani was right; dahi fixes everything. Packed with probiotics, it balances gut bacteria.

(Try it as a chic mint cucumber raita. Cooling, fresh, and Instagram worthy.)

Achaar (Fermented Pickles)

Fermented = gut superstar. Just skip the super oily, extra-masala versions.

(Add a spoon of homemade lemon achaar to your daal chawal, instant flavor upgrade!)

Moong Daal

Light, easy to digest, and protein-packed.

(Cook up a moong daal khichdi with rice + desi ghee, comfort food, desi style.)

Brown Rice

Higher fiber, easier on digestion, but still desi approved.

(Pair with chicken curry for a filling, gut friendly dinner.)

Lassi

Sweet or salty, this probiotic drink is basically a hug for your stomach.

(Go classy with a salty lassi + roasted cumin, refreshing and gut cooling.)











Leafy Greens (Palak, Methi, Saag)
Fiber + prebiotics = food for your good bacteria.
(Try palak daal or a methi paratha, healthy meets homely.)

Ginger (Adrak)
This spicy root reduces bloating and helps with digestion.
(Add to chai for a warm kick, or toss into gravies for depth + gut love.)

Garlic (Lassan)
A natural prebiotic and immunity booster.
(Toss into karahi or daal flavor bomb + gut booster in one.)

Bananas
Gentle, filling, and rich in prebiotic fiber.
(Snack it plain or go chic with a banana milkshake, light on sugar, heavy on gut love.)

Chia Seeds / Tukh Malanga
Soaked overnight, they soothe digestion.
(Add to Rooh Afza sharbat or make a pudding, desi nostalgia healthy twist.)

Haldi (Turmeric)
Anti-inflammatory, calming, and healing.
(Sip on haldi doodh before bedtime, grandma's potion, wellness trend approved.)









Why It Matters?

Here’s a style secret: glowing skin, stable energy, and even your mood are tied to your gut. Pakistani life is stressful: deadlines, shaadis, traffic jams and a strong gut can actually help reduce anxiety and fatigue. Think of gut care as "wellness couture": invisible, but it changes the whole look. So the next time you’re sipping lassi or sprinkling haldi, remember: you’re not just eating you’re glowing, inside out.





CREDITS: COORDINATION: UMERMUSHTAQ.
STYLING: TABESH KHOJA.
HAIR MAKEUP: NABILA SALON.
DESIGNER: HER BY DEEPAK & FAHAD.
PHOTOGRAPHY: SHAHBAZ SHAZI.
FEATURING: SADAF KANWAL.












GREEN
ENTERTAINMENT
WATCH
EVERY
FRIDAY
8
PM
Kashmir
COMEDY
KITCHEN
HOST: FAIZA SALEEM | CHEF: SAADAT SIDDIQUI
ARTIST: MUSTAFA CHAUDHRY | YASHMA GILL | AMAR KHAN | ALI GUL PIR | SHAHZAD GHIYAS | MARIUM NAFEES
ARZOO FATIMA | AMMAR ZAIDI


ABDULLAH KADWANI & ASAD QURESHI'S
بہارنگر
WRITERS: NOON QALAM & SAJJAD HAIDER ZAIDI
DIRECTOR: MAZHAR MOIN
DAILY 7:00 PM
ONLY ON GEO
/HarPalGeotv
/HarPalGeo
www.HarPalGeo.tv
7th Sky
ENTERTAINMENT
PRESENTATION
جیو