

Ajrää

GUL AHMED



Ajrää

GUL AHMED



ELAAN-E-ISHQ | *capturing*

Ajrāā

FLOWER POWER

*This collection celebrates
the special bond we share with flowers.
From butterfly chasing at the park, to
catching the breeze during those sunset
The collection is capturing all colors and moods.*

D.NO.1022



ELAAN-E-ISHQ | *releasing*

Ajraa



BLACK IS BEAUTIFUL

*A dark colour palette dominates the collection this season.
Magical black is the season's favourite hue.*

D.NO.1024



Ajraa



ELAAN-E-ISHQ | "capturing"



FLOWER POWER

*This collection celebrates the special bond we share with flowers.
From butterfly chasing at the park, to watching the leaves change their colour.
The collection is overflowing in joy and love.*

D.NO.1025



Ajraa

WEAR COMFORT

*The philosophy that moves past the spotlight
on how we measure summer breezes.
Promoting the collection, which perfectly matches
both elegance and style that takes a
woman across the horizon every day.*

ELAAN-E-ISHQ | *essence*



ADVENTURES AT SEA

*This collection evokes all everything we love, the waves,
the adventures and the wonderful memories we built through all of this.*

D.NO.1023



BREATHING LIVELINESS

"Breathed" and "capturing" are the two words that define the brand's essence. The two words, when combined, form a perfect harmony. It's the heartbeat of the brand, the soul of the collection.



ELAAN-E-ISHQ | "Spring"

Ajrāā
by A. J. R. A.

"This collection celebrates the special bond we share with flowers. Imagine walking into a place and all the heads turning and smiling at you." That is exactly what this collection inspires you with!

D.NO.1026

ELAAN-E-ISHQ | eSpring™



Ajrää



THE SUMMER BLOOM

*The beautiful hue brings a bouquet of hope.
The vibrant floral brings a timeless elegance.*

D.NO.1021



1021



1022



1023



1024



1025



1026

