



*Influence of Pakistani Fashion E-Magazines on Lifestyle Choices  
of Women: A Persuasive Linguistic Analysis*

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**Abstract**

*This study encompasses Pakistani fashion magazines online. The modern era of information technology has made many online fashion magazines convenient, less expensive, and widely available.*

*There has previously been less research or no research which has studied persuasive strategies of top fashion magazines on the “digital plane”. The present research which is discourse analysis (DA) of famous national online fashion magazines of Pakistan gives awareness about female lifestyle choices in adopting specific fashion in dressing, accessories, home décor, self-care, and beauty embellishments in Pakistan. Research on online fashion magazines (DA) based specifically on the viewership or readership of the magazines is a new and less explored area of research in the Pakistani context.*

*It discovers and assesses the articles through (DA) about lifestyle choices, including articles on fashion and the categories of beauty and self-care, health and fitness, home décor, and travelling, making a significant impact on the lives of the target audience in the name of fashion only.*

*This study may also pave the path for related research emerging from deep understanding and awareness about the language of fashion magazines and empower females in shaping fashion identities according to their own choices and suitability.*

**1. Introduction**

This research paper is devoted to the study of the language employed in Pakistani fashion magazines with the main objective to study the means of persuasion utilized by the means of language. It is generally noted that the language used in fashion magazines is convincing, glamorous, artistic, adorning and creative. These characteristics of language are important in the creation of the fashion perception of women, their lifestyle selection and even in the building of the self image. Fashion magazine discourse can also have an influence on how women can perceive and see the world around them in their day-to-day lives, especially as far as beauty, identity, and social affiliations are concerned (Sheikh & Shuaib, 2018).

Conventionally, the fashion magazines have been regarded as costly, owing to the paper and printing needed to entice consumers to use, which is of high-quality. Things have however changed with the technology of digitalization and many of the expensive print editions have found their way into cheaper and easily available electronic formats. The COVID-19 condition also minimized the use of hard copy fashion magazines, thus making e-magazines safer and convenient to the reader across the globe. Though this change has occurred, visual imagery and linguistic presentation in digital fashion magazines have not been significantly changed as compared to that of the print edition. This situation has amplified the power of fashion e-magazines especially among women in various social and economic backgrounds due to increased access. This research therefore concentrates narrowly on fashion e-magazines to examine the language of persuasion applied in these magazines and how it impacts on the key target audience of the same who in this case are women.



The words used in fashion magazines play a huge role in influencing the perspectives of the readers as well as their feelings. The magazines often induce a constant need to buy or copy the fashion products described as attractive and trendy through attractive and convincing language. Readers can be caught in a vicious circle of lust created with alluring words that sell fashion clothes and accessories as the path to beauty. The norms of fashion magazines might not be always real, affordable, and value-driven in the Pakistani society. This way, these may be deceptive to women in various socioeconomic statuses, age, marital, and careers. Though fashion magazines and branded fashion products might be unaffordable to many women, the fact that many can access the digital versions of these products does not mean that women will not idealize the fashion products they are exposed to. The conscious choice of the tone and words used, as well as the visual stimulating images, creates dramatic, calming, or emotionally that a female mind needs. Artistic and romanticized names are also used to name colours and patterns as the motivation to purchase or copy trendy things, so red is not called red, but rather, it is related to an emotion, feeling, and certain events (Ahmed et al., 2019).

The written material of fashion magazines is usually enough to attract the aesthetic sense of women, and it can even result in an identity defined by the consumption of fashion more than the personal character (Findlay, 2019). This paper looks at the effect of persuasive language to make female readers feel urgent and sexually aroused about products that they do not necessarily need. Without such charismatic language the consumer can be more likely to make more rational and practical buying choices over needs-based buying choices because of the social influence or competitive fashion trends. Women might choose to embrace fashion or lifestyle behaviours which are directed by suitability, comfort, and personal preference rather than conformity.

Available literature on marketing second hand clothing has emphasized the significance of the linguistic factors in shaping the consumer behaviour, but literature that specifically focuses on how the language itself influences consumer behaviour is scanty. Although knowledge on marketing strategies is regarded a necessity, communication strategy as well as convincing language are determinant factors in winning and maintaining consumer attention in competitive markets. The psycho-linguistic theory developed by Robert Cialdini (1984) describes standards like: reciprocity, commitment, social proof, authority, liking, and scarcity affecting consumer decisions when incorporated into an emotionally charged language. These ideals show that words and phrases chosen with such care will create emotional urgency or satisfaction, which eventually will influence the buyer behaviour (Cialdini, 1984).

### **1.1. Objectives of the Study**

To explore the persuasive linguistic strategies used in Pakistani Fashion e-magazines.

### **1.2. Research Questions**

- What type of persuasive linguistic strategies are used in the selected Pakistani Fashion e-magazines?
- What influence these persuasive linguistic strategies (pronouns, imperatives, modals, questions, intimate interaction, intimate vocabulary) create on Pakistani fashion e-magazines readers?



## 2. Literature Review

### 2.1. Language of Fashion Magazines

The studies of women magazines reveal persuasive language as one of the main characteristics of magazine discourse and its significance in building relationships between the magazine and readers, identities, and the promotion of specific lifestyle. Lulu and Alkaff (2019) conduct cross-cultural research where the authors explore persuasive linguistic strategies used in relationship advice columns using three cultural backgrounds (United States, Malaysia, and the Middle East). They discuss the persuasive techniques employed in 60 advice articles in six women magazines in the Discourse Analysis and determine that the persuasive strategies used include pronoun, imperatives, modality, questions, intimate interaction and intimate expression. According to their findings, authors position themselves strategically as a friend (e.g., sister/friend roles), as a figure of authority who can give authoritative advice, and cultural norms influence the extent of directness and intimacy of the persuasive style (Lulu and Alkaff, 2019).

One of the linguistic strategies that have been identified is the choice of pronouns which contributes significantly to the engagement of the readers. Lulu and Alkaff (2019) emphasize the common use of the words 'you/your' to establish intimacy and individual engagement. The use of the pronoun 'we' is especially notable since it may be used inclusively (to create solidarity and shared experience), or exclusively (to place the writer in the role of authority, spokesperson). It is consistent with the basic claims on Critical Discourse Analysis (CDA), that pronouns are not some grammatical computations but rather ideological instruments that form social relations, identities and power relations in writing (Fairclough, 1989; Fowler and Kress, 1979).

Imperatives and modality are the other significant persuasion strategies that are employed in the discourse of women magazines. Lulu and Alkaff (2019) discover that imperatives are instruction-giving machines usually diluted by hedging clauses like just, try, and remember, which enables the writer to be friendly and at the same time offer advice. Modals like should, can and must present different levels of responsibility and possibility, balancing between strictness and versatility (Lulu and Alkaff, 2019). In semantic perspective, imperatives and modals have the ability to frame the authoritative impulse of a message, commands, suggestions, or advice, based on the context of discourse (Portner, 2007). These trends can lead to the conclusion that persuasive magazine speech is strategically structured in order to affect their readers keeping in mind the casual tone.

Another strategy used in magazine writing that is very common is question engagement. On the constructing sexuality discourse by Cosmopolitan, Erjavec (2006) observes that intimate or emotionally framed questions may serve a pseudo-dialogue that pretends to be a personal conversation, closeness to the writer and the reader and heightens the participation of the reader. Such a method adds the conversational tone to the discussion of the magazines and enhances the appeal to persuasion by inviting people to reflect themselves and imagine the interaction (Erjavec, 2006). Moreover, Lulu and Alkaff (2019) define implicit dialogism with the help of discourse markers and imagined responses (you see, right, yes/no) and reproduce interpersonal interaction and improve the involvement of the reader.

In addition to relationship advice columns, the general literature underpins the assumption that the magazine discourse is closely implicated with the construction of identity and consumer culture. According to McLoughlin (2000), informal speech, direct address, rhetorical questions and conversational strategies are common features of magazines in the attempt to create an amiable voice that prompts readers to identify with them. Such a discourse does not just



entertain but it also sells ideals of lifestyles and preferences of consumers since persuasive meanings are hidden in the common language (McLoughlin, 2000). On a bigger scale, CDA focuses on how the media texts create and re-create social realities by the use of language, discourse and ideology and power (Fairclough, 1995).

### **2.1.1. Fashion Magazines in Digital Culture and Consumer Influence**

Fashion magazines have become digital and thus their access is increased, and their power is even more influential. Magazines were traditionally expensive to purchase because of the quality of production and printing, but with the onset of the digital age, the magazines have become accessible to more people and have changed the pattern of consumption. A study of fashion magazines in the digital age has indicated that the magazine publishers can fit in the digital space and still retain some of the most important branding and persuasive frameworks (Caniato, 2015). This change has become particularly noticeable following the outbreak of COVID-19 that expedited the shift towards the use of digital formats and introduced more people to the daily availability of online lifestyle and fashion rhetoric (Caniato, 2015).

The power of the fashion discourse is mostly associated with the promotion of beauty ideals and consumer desires. With recurrent definition of beauty, glamour and desirability, magazines may develop a sustained need to buy or emulate products and styles. In a study of fashion magazines in the international market, Moeran (2010) reveals that the women magazines play a role in marketing and selling the ideals of beauty, often mixed with the rhetoric of inner beauties and the vigorous promotion of the need to advance beauty in the external form using products and advertisements. The effect of this pattern is a contradiction: magazines can be empowering and at the same time strengthening consumer dependency and idealism (Moeran, 2010). Another similar study emphasizes the way international magazine publishing exists in economic and cultural paradoxes, in which cultural message and consumerism are still closely interconnected (Moeran, 2008).

Even empirical content-based studies confirm the issue of the exclusive approach to beauty ideals. Conlin and Bissell (2014) examine the health-related messages in magazines of women in fashion and fitness and discover that messages of appearance take over holistic health messages. Their results prioritize thinness and appearance ideals and stress on the lack of diversity in the representations. Although their research is worthwhile, it is limited by its chosen period and magazines and is not concerned with the receipt of the audience and online sources (Conlin and Bissell, 2014). Nonetheless, it gives good reasons to believe that magazine discourse can support limited ideals of beauty that can affect the body image and self-perception of the readers.

The advertising and the discourse of the magazines also reflects cultural differences to which fashion and beauty are reflected. In a content analysis comparing the U.S. and the French women fashion magazine advertisements, Morris, and Nichols (2013) identify a different pattern in what advertisements focus on and their role in terms of product emphasis and gender roles. Despite the study being limited in terms of the sample size and lack of analysis of the audience perception, it confirms the general statement according to which the magazine discourse is a mirror of the cultural ideologies and social expectations (Morris and Nichols, 2013). The insights can be applied in understanding ways in which the Pakistani fashion magazines can integrate local cultural constructs with globalized fashion discourse.

### **2.1.2. Pakistani Fashion Magazines Discourse**

In Pakistan, fashion magazines have traditionally captured cultural, social, and economic changes and are moving more to digital space. Pakistani fashion magazines offer fashion discourses and life tips and encourage consumer culture and modernity. Studies show that the



cultural positioning of femininity, glamour, and modern identity performance through use of lexical tone is a common feature of Pakistani fashion discourse that integrates both global trends with local culture (Asghar, Farooq, and Akhtar, 2021; Mahmood and Zafar, 2022). This interaction presupposes that magazine discourse has the potential to sell both traditionalism and contemporary empowerment scripts at the same time (Mahmood & Zafar, 2022). Meanwhile, dominance of English in Pakistani media may be indicative of the colonial past, symbolic status, whereas the use of Urdu helps connect with the culture and to reach a larger audience (Rahman, 2012).

Critical discourse analysis (CDA) research works in Pakistani contexts are of worthy use to explain how media discourse creates social realities as well as the way it shapes the perception of the population. Hassan (2018) analyzes the headlines of the Pakistani TV news through the CDA and demonstrates that the headlines usually include ideological framing instead of facts. Media discourse can affect the way audiences perceive social and political events through the use of strategic tone, lexical choice, and positioning of the narrative (Hassan, 2018). Though this is not directly fashion magazines, this piece of work contributes to the general point that Pakistani media speech is a persuasive tool that can influence opinion and reaffirm the ideological views.

The study on gender representation also shows the ways in which the Pakistani media can be used to support stereotypes. Ullah et al. (2016) explore the topic of gender representation in Pakistani print media and discover that women are underrepresented and tend to be in domestic or appearance-related stereotypical roles more easily, whereas men are employed in more authoritative and professional roles of leadership. Their discussion reveals how media texts and discussions make a contribution to the reproduction of gendered expectations and objectification patterns (Ullah et al., 2016). The results concur with theoretical postulations of discourse and power involving the perception that discourse may be a social process that renders identities and norms (Foucault, 1977; Fairclough, 1989).

The psychological and feminist theory also covers the persuasive and identity-forming impact of media discourse. The Objectification Theory claims that women are taught in the cultural surrounding that appearance is culturally desirable, and this may result in self-objectification and costs to the psyche (Fredrickson and Roberts, 1997). Based on this framework, Roberts and Gettman (2004) discuss the possibility of influencing women in terms of their self-perception and their psychological reactions to exposure to objectifying messages and cues. Although such studies do not study fashion magazines in the context of Pakistan exclusively, they offer a theoretical framework applicable to such approaches in understanding how the repetitive use of language and beauty discourse in fashion can help shape identity and develop self-assessments based on the body (Fredrickson and Roberts, 1997; Roberts and Gettman, 2004).

### **2.1.3. Linguistic Features in Fashion Magazine Discourse**

One of the characteristic elements of fashion magazines is their creativity and innovativeness in the use of lexical means. Language practices, stylistic word formation and hybrid language practices are common in the discourse of fashion. In other studies, on the language of fashion magazines, blending, neologisms, and wordplay are observed as a tool of novelty and memorability (Bryant, 1974; Bednárová-Gibová, 2014). As an illustration, the studies of blends reflect the increasing formations of compounds as time passes, displaying the fruitfulness and appeal of word formation in the popular speech (Bryant, 1974). Such features in fashion magazines may add to entertainment, persuasion, and brand identity.



Fashion media are also characterised by linguistic mixing. For English language mixing in the fashion magazines of women, it has been demonstrated that English language may perform a symbolic role, which is as a mark of prestige, sophistication or as a mark of global identity positioning (Park, 2004). Such symbolic use of language can be a form of persuasion in the use of language in multilingual societies, which has a higher perceived modernity and social status. This point is applicable to Pakistani fashion media discourse where the English language tends to serve as an indicator of elite identity and modernity of lifestyle (Rahman, 2012). It has also been shown in cross-cultural work on fashion magazines that language can encapsulate the use of bilingualism and ethnosymbolism in order to convey identity and social meaning (Haarmann, 1986).

All in all, past studies indicate that fashion magazine discourse is persuasive in nature, consumer-oriented and functions under the language patterns of interactivity and identity-building. Imperatives, modality, and pronouns, as well as pseudo-dialogue, create intimacy and power of engagement with the reader (Fowler and Kress, 1979; Fairclough, 1989; Lulu and Alkaff, 2019). Accessibility in digital space makes fashion talk have more power and becomes more exposed to the standardized ideals of beauty and consumer desires (Caniato, 2015; Moeran, 2010). In Pakistani context, media research and gender representation analysis can help support the argument on how language in media can build ideology, identity, and social expectations (Hassan, 2018; Ullah et al., 2016); and objectification theory is used to provide the theoretical perspective on the psychological implication of appearance-oriented discourse (Fredrickson and Roberts, 1997; Roberts and Gettman, 2004). All these studies support the necessity to investigate Pakistani fashion e-magazines as persuasive texts that shape the women lifestyle preferences and their identity development and beauty concepts by means of language.

### **3. Methodology and Data Collection**

#### **3.1. Research Design**

Qualitative data was obtained from the text of selected fashion magazines for analysis, with a focus on persuasive linguistic devices and strategies used in the selected articles.

#### **3.2. Theoretical Framework**

It is a discourse analysis of persuasive words employed in the articles of the chosen magazines. The theoretical framework is, in the first place, a modified interpretation of the persuasive language approaches discussed by Lulu and Alkaff (2019) in their study dedicated to the language of women magazines. Perloff (cited in Naksawat, Akkakoson and Chek, 2016) defines persuasion as ‘a symbolic process where communicators attempt to persuade other people to alter their attitudes or behavioural pattern in relation to an issue by transmitting a message, in an environment of free choice’.

In the analysis of the data, the researcher bases his analysis on various studies that discuss linguistic properties that serve as persuasion strategies in various pieces of writings.

These strategies include the following:

- (1) Pronouns, as studied by Fairclough (1989, 2001), Fowler and Kress (1979), and Talbot (1992, 1995)
- (2) Imperatives (Fairclough, 1989)
- (3) Modality (Fairclough, 1989)
- (4) Questions (McLoughlin, 2000)
- (5) Intimate interaction with the reader (Erjavec, 2006; Talbot, 1995)
- (6) Intimate vocabulary (Erjavec, 2006).



### 3.3. Data and Data Collection

#### 3.3.1. Types of Data

- A collection of texts from the top five Pakistani fashion e-magazines

#### 3.3.2. Sample

The top five fashion magazines with their own official websites containing fashion articles and Instagram followership ranging from 17.3 K to 2.2 M were selected for analysis:

- i. Diva Magazine Pakistan (online) — 2.2 M followers
- ii. Sunday Times (online) — 1.2 M followers
- iii. Page 3 magazine (online) — 1 M followers
- iv. Paperazzi Magazine (online) — 764 K followers
- v. Good Times (online) — 378 K followers

#### 3.3.3. Sampling Technique

- Five magazines with the highest number of followers on Instagram, with their own official websites containing fashion articles, were selected for choosing relevant fashion articles.
- Discourse analysis of these fashion articles was done with the help of Voyant tools for determining the frequency of the selected words and phrases in the articles.
- The digital or online issues of these magazines were selected from the years 2023–2025.
- Five lifestyle choices related articles were selected for discourse analysis, one each from the five magazines.
- The fashion articles focused on the thematic categories of dressing or clothing, accessories, jewellery, shoes, bags, home décor, make-up, self-grooming, self-care, travelling, lifestyle, beauty, health, and fitness, etc. were selected for discourse analysis in the present research.
- The selected articles were then marked and coded for persuasive words/phrases used for influencing female readers with the help of Voyant tools. It also helped in giving the frequency of words used multiple times in a selected article or text.

### 4. Findings and Discussion

This section outlines the results of the discourse analysis performed on chosen articles of five Pakistani fashion e-magazines through the prism of the persuasive linguistics framework introduced by Lulu and Alkaff (2019) backed by Voyant Tools to analyse lexical frequency and textual patterns. The analysis aims at finding out how persuasive techniques, which include the use of pronouns, imperatives, modality, rhetorical questions, intimate words, and interactive lines of discussion, are used to persuade female readers. In the chosen articles, the discussion on fashion is consistently made as a personal, emotional and action-oriented one, which accounts fashion consumption as a need in lifestyle and an identity signifier. The results show that combined actions of direct address by the use of second-person pronouns, soft directives, and vocabulary that includes cultural elements lead to the development of intimacy, urgency, and aspiration. All these strategies situate fashion in a way that is not just about clothes, but also about the experience and emotion as a practice, which is a strong association of femininity, social membership, and consumer interest in the Pakistani socio-cultural environment. The following discussion gives an article-by-article discourse analysis with subsequent interpretations connected to the underlying persuasive and ideological connotations.



**Article 1: *Lawn 2025: Gul Ahmed Presents the Celebrity-Approved Eid & Ramadan Fashion Edit (Diva Magazine)***

This article is firmly influenced by rhetorical techniques of persuasion that place fashion consumption as not only emotionally appealing but certain social fashion needs that the females must satisfy in the period of Ramadan and Eid. The intensive use of the second person pronouns including 'you, your, and yours' are one of those characteristics that directly appeal to the reader and make her the focal point in the festive fashion story. Terms such as, 'camera-perfect', 'you always stay beautifully effortless' and 'elegant at all suhoor, iftar and Eid evenings', etc. make the experience more personal and emotional, making it sound more of a personal concern. This second-person style or 'you-attitude' depicts the idea of synthetic intimacy of Lulu and Alkaff (2019) where the reader is also a participant, not an outsider.

Another persuasive element that prevails in the article is imperative structures. The use of verbs like 'opt', 'pair', 'elevate', 'grab', 'snag' as well as 'shop' are softened commands which provide an opportunity to act now and at the same time, create a friendly and celebratory mood. An example of this is the use of such phrases as: 'grab yours before they run out', which would bring urgency without being too bossy. The fact that the strong obligation modals (must, should) are used only a few times also supports the idea of the invitational style of persuasion and not coercive.

The vocabulary that the article uses, culturally embedded and laden with emotional connotations, 'runway-ready', 'slay', 'showstopper', 'banarsi', 'jhumkas', 'suhoor', 'Eid', puts the fashion in context of the established and accepted religious and cultural activities. This amalgamation of the world fashion discourse with the local cultural allusions adds recognition and emotional appeal. The rhetorical questions such as the one about why Gul Ahmed Lawn 2025 is the best place to visit to get A-list style this Ramadan and Eid 2025, arouse curiosity implicitly which makes one think that this is the one-stop solution.

Altogether, the discourse creates the image of 'Eid fashion' as something that makes the identity, festivity, and social presence necessary, and appeals to intimacy, urgency, and cultural orientation to shape the ideas of female customers and their buying wishes.

**Article 2: *Editors' Pick: For What's New in Town (Good Times Magazine)***

This article, though much shorter in length, proves the focused application of linguistic strategies of persuasion which fits the concept of lifestyle branding and soft consumer persuasion. The discussion is mainly based on the direct address to the reader in the second person using pronouns like 'you, your and yours' as this puts the reader in the active role of finding out new tendencies. Expressions such as 'Craft- Tea is your new stationery soulmate' and 'the rings that they make is the type that you will cherish forever' personalize the products that the customer is advised to buy and this will develop a sense of attachment to the products that they make which converts them into a partner in lifestyle. The given strategy makes it resemble the intimate positioning, which Lulu and Alkaff (2019) refer to when the reader is approached as a confidant but not a passive consumer.

In contrast to Article 1, the text does not include clear imperatives and modal tensions and has an informative and proposing style. Persuasion is done through positive evaluative language and not by direct requests. The lack of direct instructions helps to create a casual, editorial tone that fits in somewhat with the genre of the so-called 'Editor's Pick', which puts recommendations in the context of an edited lifestyle, instead of advising you what to do.

The tone is conversational and friendly due to intimate and informal words including 'aussie', 'inspo', 'local flair', 'cutest', 'feel-good', 'perfect' and 'burst of joy'. These words are used to create a sense of warmth, genuineness, and likeability, urging the reader to relate the presented



brands to the feelings of goodness and self-fulfilment. Possible emotional connections such as 'soulmates' also help add to emotional attachment between the product and the reader, implying long-lasting attachment, as opposed to short-term consumption.

In general, lifestyle choices are created in the discourse as a hassle-free, emotionally satisfying and desirable social action. The article appeals to the reader without overt promotion through the so-called personalization and emotional words which show that even minimalist discourse may be used as an effective promotional tool in the world of fashion and lifestyle media.

**Article 3: *Your Ultimate Guide to a Perfect Day-time Wedding!* (Page 3 Magazine)**

The article has used a very personalized and advisory discourse style that brings wedding preparation as an emotional and aesthetic process. The most prevalent appeal is the heavy use of second person pronouns (you and your) that place a reader, who is implicitly the bride or a guest at a wedding in the middle of the story. Expressions such as, 'your wedding day must be cozy and stylish', and 'don't forget to wear your sunnies' make the instructions intimate and pertinent making the instructions sound as personalized and sympathetic. The use of inclusive pronouns (we, we've, e.g., we've got all your questions answered) also helps in creating the feeling of solidarity, making the writer look like a good friend but not an expert who tells the reader what he or she must do.

'Should', 'can' and 'will' are modal verbs that are used strategically to balance between recommendation and flexibility. The regular occurrence of 'should' creates the presentation of advice in a watered-down fashion, implying best practices without enforcing anything, whereas 'can' emphasizes possibilities and positive results, such as the improvement of natural features with light makeup. The modal 'will' offers confidence and enhances the credibility of the advice and reduce the uncertainty that comes with the wedding planning.

Imperative forms such as 'don't', 'keep', 'opt', 'choose', 'wear' and 'dance' are friendly stylistic indicators and not commands. Such phrases as: 'keep it simple and classy', 'choose soft and neutral colors' lead the readers to the concept of minimalistic elegance without losing a supportive tone. The lack of direct interrogative sentences, except that of the conversational term, 'Yes, you read that right', is very confident and narrative forward, which reduces hesitation and doubt of the readers.

The emotional appeal and the personal approach are highlighted in the intimate wordplay of the article, e.g. 'perfect', 'true reflection', 'shared style', 'comfortable', 'chic' and 'made with love'. In general, daytime weddings as spaces of warmth, sincerity, and subtle sophistication are also created through the discourse, which is based on intimacy, reassurance, and subtle persuasion to make it influence the choices of festive wear of the readers in a non-commercial but effective way.

**Article 4: *Fashion for Every Generation: GulAhmed's Winter Collection 2024* (Paperazzi Magazine)**

The article under consideration takes an inclusive and across generations based persuasive approach that presents fashion as something that is universal and still brand authoritative. One major linguistic emphasis is that a strategic use of second person pronouns (like you, your, and you) directly engage the reader in the story about winter fashions. Statements such as: "You want something trendy, something colorful..." or: 'upgrade your winter wardrobe' puts the reader in the role of decision-maker, which reinforces personal agency, but is a subtle way of influencing consumption. The use of a direct address can be associated with intimacy-building strategies proposed by Lulu and Alkaff (2019); it creates a personal and yet inclusive tone.

The article uses also collective and relational pronouns like 'we' and 'they' which help to establish brand credibility and label groups of consumers. The 'we', such as in the case of



“Here is how this collection will be attractive to the various generations”, creates the brand image led by a fashion expert who knows the various requirements of various fashions. In the meantime, ‘they’ and ‘their’ are employed in a descriptive manner to mention generational preferences, which allow dividing the segment without feeling alienated. Product value and the sense of immediacy are further accentuated using demonstrative pronouns ‘this’, ‘these’, ‘those’ and ‘they’ allow focusing on certain features of the collection.

The modal use in the article is also slight since the modal ‘can’ is used as the main modal to highlight the possibility and inclusivity as in the example: “everyone ‘can’ enjoy warmth and coziness throughout the season”. It is also facilitated by the fact that the strong obligation modals ‘must’, ‘should’ are avoided, which leads to the soft persuasive style of the language that values comfort and choice over compulsion. There are some imperatives like ‘shop’ and ‘upgrade’, some soft calls to action, which are placed in a larger reassuring story.

Close or intimate words are used to describe how warm, classic, high-end, heritage prints, and high-quality fabrics make one feel warm, high quality and traditional. Through the combination of modern fashion and cultural insight, the discourse makes winter fashion to be both practical and emotionally significant. In general, the article creates the image of fashion as an intergenerational experience with the help of inclusivity, reassurance, and subtle persuasion to target a wide range of female customers in the Pakistani fashion market.

**Article 5: *Embracing Sophisticated Elegance Through Ready-To-Wear Attire (Sunday Times Magazine)***

In this article, there is a sophisticated promotion talk focusing on exclusivity, craftsmanship and personalized elegance. The most important persuasive techniques include personal reference to the reader through the pronouns ‘you’ and ‘your’ that make the fashion consumption a personalized experience. The use of words such as “designed just for you and embellishing your wardrobe” gives the sense of being attentive to the personal needs of the reader sending the brand as one that is concerned with the wardrobe requirements of the reader. First-person plural pronouns (we, our) also help to legitimize the brand identity and power, and the image of a fashion house as a unified and hardworking team focused on quality and refinement is portrayed.

In contrast with the previous literature that uses a lot of imperatives or rhetorical questions, this text is more of a less persuasive one due to the use of a descriptive style. Even though explicit modal verbs are not used, evaluative language expresses certainty and desirability instead of compulsion in the discourse. ‘Dive’, ‘discover’, ‘find’, and ‘welcome’ are imperatives that serve as calling gadgets and not as dictates; they help to explore in a relaxed and refined fashion. This reserved application of orders is in line with the focus of the article on the aspect of elegance and exclusivity.

Furthermore, the intimate and evaluative language used throughout the article gives the article its persuasive power. Such ways of speaking as: ‘the best’, ‘outstanding’, ‘classic grace’, ‘unproblematic appeal’ and ‘the mastery’ which can be seen in no other work, create an image of luxury and high-quality skills. Additionally, elaboration of the colors, textures, embroidering, and silhouettes also help to appeal to the senses, providing the readers with the opportunity to see the clothes and relate them to sophistication and prestige. Personifying fashion products with the help of phrases like ‘drawing eyes with its irresistible appeal’ (used for an eye makeup product), the discourse creates emotional contact.

In general, the article makes the ready-to-wear fashion a symbol of fashion, style, sophistication and identity. It prompts the readers to view fashion utilization as a form of



individuality and refined taste and not as a necessity through personalization, aesthetic detail, and subtle persuasion.

#### Cross-Article Discussion

The cross-article analysis exposes regular tendencies of using persuasive linguistic strategies in the Pakistani fashion e-magazines even though the style, length, and the basis of the content vary. Based on the framework provided by Lulu and Alkaff (2019), the results indicate that the Pakistani online media fashion discourse is rather made by intimacy and personalization, as well as soft persuasion as opposed to blunt directive language. Throughout the five articles, the second-person pronouns (you, your, you're) are the most repeated strategy, which makes the reader the main subject of the story. This personal appeal creates a feeling of engagement and emotional closeness which turns fashion recommendations into a personal event instead of a cold business document.

Although there are no changes in the use of pronouns there are differences in the use of imperatives depending on the type of article. The frequency of imperatives that can be found in the promotional fashion editorials (Articles 1 and 5) is larger with a higher occurrence of imperatives like 'grab', 'snag', 'discover', and 'shop' usually with a celebratory or jubilant feel. Lifestyle and advisory texts (Articles 2 and 3) in contrast make use of fewer imperatives and rather use suggestive forms of language and descriptive persuasion. Such variation is indicative of a strategic congruity between linguistic decision and communicative intent in that, urgency driven demands are more prevalent in product-oriented discourse, and guidance-oriented texts are more concerned with reassurance and compassion.

This soft persuasive style is also shown by modal verbs. Strong obligation modals 'must', 'ought to' appear to be mostly non-existent throughout the dataset, and the modals of possibility, recommendation, and implied futurity 'will' are selectively applied. This language does not have the authoritarian accents, and it is according to the modern consumerism trends which lead to autonomy and freedom of choice. The modals are especially useful in the context of the wedding and the overall lifestyle, as these help to alleviate anxiety and strengthen confidence, indicating that fashion choices are not mandatory but can be changed and adjusted. Another commonality of the articles is found in intimate and culturally ingrained vocabulary. The use of lexical terms like 'cozy', 'chic', 'effortless', 'showstopper', 'heritage', 'Eid', 'suhoor', 'dupatta' and 'jhumkas' illustrates how the global fashion discourse is localized using culturally sounding words. This combination of English fashion terms and South Asian cultural allusions makes it more relatable and strengthens the sense of the common socio-cultural identity. The discourse reinforces emotional attachment and socializes the concept of consumer behavior by putting fashion consumption into familiar religious, festive, and social contexts, and making consumer behavior appear normal in everyday life.

The rhetorical questions and pseudo-dialogic structures, which are not necessarily consistent all the time, are tactical in maintaining the reader interest whenever they are used. Questions used in articles tend to give direct responses, therefore, directing interpretation and eliminating other readings. It is a method that keeps the conversation going but indirectly controls the desire of consumers. In some articles, in which there are no questions, there are conversational markers and colloquialisms that form a dialogic deception, which is in line with the idea of Talbot (1995) in the formation of useful sisterhood, where the media discourse appears to be a peer-to-peer conversation.

Together, all these linguistic strategies shape fashion more than the way of material consumption; fashion is introduced as a lifestyle, and as an aspect of identity, self-confidence, and belonging to that specific social group of fashion followers marked with style and integrity.



The women are placed in empowered positions of decision-makers, but their decisions are steered subtly by the use of emotionally coloured language, and culturally significant symbols. The message, therefore, combines empowerment with persuasion, making one consume but still look independent. The duality is indicative of wider ideological trends in the fashion media, in which individuality is being advertised in highly controlled commercial discourses.

The cross-article results indicate that the fashion e-magazines in Pakistan use a coherent persuasive discourse that identifies the international strategies of communicating fashion with the local cultural realities. By means of personalization, emotional appeal, and indirect directives verbally, these magazines have been able to influence the perceptions and desires of consumers and maintain a tone of intimacy and inclusiveness. This confirms the concept of language as an effective ideological instrument of mediation of fashion, femininity, and consumer culture within the Pakistani society today.

The entire contents of the articles analysed, and the supplementary lexical contents are presented in the appendices (Appendices A to E). Voyant Tools (see Appendix F) was used to analyse the frequency and distribution of words.

### **5. Conclusion**

This research aimed to analyse the types of persuasive linguistic strategies used in the Pakistani fashion e-magazines and to determine how the language strategies can impact on the perceptions, identity and lifestyle choices of the women readers. With the help of lexical evidence created using Voyant Tools, the study analysed the chosen articles published in five major Pakistani fashion and lifestyle e-magazines in the period between 2023 to 2025 with the help of a discourse analytical framework, adopted from Lulu and Alkaff (2019). The results show that fashion discussions on the Pakistani online media of a digital nature are being finely engineered to be intimate, emotionally charged, and indirectly compelling rather than informing the online female readers.

The prevalence of such a technique as the use of second-person pronouns was observed in all the articles under analysis and helped to place the reader at the centre of the fashion discourse. It is a personal appeal that creates a feeling of belonging and emotional closeness, making fashion advice a one-on-one interaction. Weakened imperatives, reduced imperative modal verbs, and conversational patterns will only increase the friendly, supportive nature, permitting persuasion to take place without being viewed as coercive. The paper also pays attention to strategic exploitation of intimate and culturally inbuilt vocabulary, in which the global fashion vocabulary is subjected to mixture with local religious, festive, and cultural allusions. Such a combination adds relatability and emotional appeal, allowing the readers to connect fashion consumption to social belonging, celebration and identity formation.

The results indicate that Pakistani fashion e-magazines are not simply used to market clothes or fashion lifestyle products but rather, they build fashion as a significant social behavior that is associated with femininity, confidence and self-expression. Although there is a tendency to discuss women as empowered decision-makers in the discourse, there is, in addition, a tendency to predetermine their tastes by means of the thoughtfully constructed linguistic hints. Such a dual position indicates a greater trend in ideology of fashion media, in which independence and influence are present together in the commercially motivated discourse.

The study is an addition to the current body of knowledge about the field of the media discourse and fashion communication, as discourse-analytic inquiry into the situation in Pakistan and its digital part is rather under researched. Through the systemic use of persuasive linguistic categories in a variety of types of articles, the research proves the role of a language in an ideological manner when influencing consumer culture and gendered identities. The



application of Voyant Tools and qualitative discourse analysis also contributes to the methodological aspect by combining the computational tool with the interpretive analysis. Irrespective of the contributions, the study has some limitations. The sample size is restricted to five e-magazines on fashion and a definite period of time, which can limit the extrapolation of the results. Also, the textual discourse is analysed, and the information about the audience reception is not taken into consideration, which might present the information about interpretation and reaction of readers to the text better. Future studies can broaden the research by adding to a larger corpus, multimodal analysis of images and visuals, or the interest of the audience via interviews or surveys. These methods would continue to enhance knowledge on the working of fashion media discourse in the modern consumer societies.

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Appendices

Appendix A

**Article 1: *Lawn 2025: Gul Ahmed Presents the Celebrity-Approved Eid & Ramadan Fashion*** *Edit*

**Source:** *Diva Magazine* (Online)

**Date of Publication:** March 11, 2025

Ramadan is not just a spiritual journey—it's also a season of tradition, celebration, and show-stopping Ramadan fashion. With **Eid 2025** around the corner, it's time to embrace effortless elegance with Gul Ahmed **Lawn 2025**, the ultimate collection for trendsetters and fashion icons!

This year, the **Gul Ahmed summer lawn collection 2025** is making waves with exquisite unstitched lawn ensembles that radiate star power. Whether you're drawn to the contemporary flair of Unstitched lawn **Co-ord Sets Collection 2025**, the regal charm of Unstitched **Gold Printed Banarsi Lawn Suits Designs**, or the refined sophistication of **unstitched embroidered printed lawn suits**, this collection ensures you're always camera-ready!

Lawn 2025: The Red Carpet of Ramadan Fashion

Why is Gul Ahmed **Lawn 2025** the go-to choice for A-list style this Ramadan and **Eid 2025**? It's the ultimate combination of luxury, comfort, and versatility!

- **Tailored to Perfection** – Whether it's a sleek **lawn dress design**, a twirl-worthy lawn frock design, or a trendy co-ord, **unstitched lawn** lets you own the spotlight with a custom-fit masterpiece.
- **Breezy Yet Luxe** – Light, breathable fabric ensures you stay effortlessly elegant through every suhoor, iftar, and Eid soirée.
- **All Eyes on You** – Whether you need a dazzling **iftar party dress design** or a regal ensemble from **Gul Ahmed Eid collection 2025**, these timeless looks will keep your style game strong.

With the **Gul Ahmed summer lawn collection 2025**, every outfit is a statement piece!

Unstitched Lawn Co-ord Sets Collection 2025: The It-Girl's Choice

Chic, bold, and effortlessly stylish—the **Unstitched lawn Co-ord Sets Collection 2025** is the ultimate power move for fashion-forward divas. Whether you're stepping out for a suhoor event or an exclusive iftar, these co ord sets keep your runway-ready with minimal effort.

**How to Own the Look:**

- Opt for vibrant prints and structured silhouettes for a red-carpet edge.
  - Throw on a **Gul Ahmed embroidered lawn dupatta** for that added layer of luxe.
  - Elevate the look with statement sunglasses and metallic heels.
- Style Tip:** Need a **lawn dress design** that goes from day to night? Co-ord sets are your best-kept secret!

Unstitched Gold Printed Banarsi Lawn Suits Designs: Star-Quality Elegance

When it comes to regal Ramadan and **Eid 2025** looks, nothing shines brighter than **Unstitched Gold Printed Banarsi Lawn Suits Designs**. Designed for the elite, these outfits blend traditional craftsmanship with contemporary finesse.

**Get That Star Appeal:**

- Pair with **ladies sandals** and signature jhumkas for a timeless aesthetic.
- Drape a rich organza or chiffon dupatta for effortless elegance.



- Make a statement with bold brows, dewy skin, and a glossy pout.  
**Pro Glam Tip:** This **Eid collection 2025** is all about luxurious textures and striking silhouettes—grab yours before they sell out!

Unstitched Embroidered Printed Lawn Suits: The Class Act

For those who favour understated glamour, **unstitched embroidered printed lawn suits** offer timeless sophistication. Whether it's a business luncheon, a high-profile iftar, or a pre-Eid dinner, these ensembles exude effortless charm.

**How to Slay the Look:**

- Choose rich, jewel-toned hues or soft, dreamy pastels.
- Contrast with an eye-catching **Gul Ahmed embroidered lawn dupatta**.
- Style with diamond studs, strappy heels, and a sleek **women's clutch**.  
Fashion Insider Tip: Whether it's a modern **lawn frock design** or a structured three-piece, these outfits redefine glam Ramadan dressing!

**Lawn Collection 2025: The Celebrity Styling Guide**

Need a curated Ramadan style checklist? Here's how to wear **Lawn 2025** like a true fashion icon:

- **Boardroom Boss:** Opt for neutral tones, structured silhouettes, and minimal embroidery for an effortlessly chic office look.
- **Glam Iftar Ready:** A printed **lawn dress design**, metallic heels, and layered **jewellery** create instant elegance.
- **Family Festivities:** Stun in **Unstitched Gold Printed Banarsi Lawn Suits Designs** with a flowing dupatta.
- **Eid Showstopper:** Stand out with a gorgeous **lawn frock design**, sky-high heels, and a statement clutch.  
**Finishing Touches:** A **Gul Ahmed embroidered lawn dupatta**, chic footwear, and glam accessories complete the look.

**Snag the Gul Ahmed Summer Lawn Collection 2025 Before It's Gone!**

With **Eid 2025** fast approaching, now is the time to grab your favourites from the **Lawn Collection 2025**! Whether you're drawn to the trend-setting **Unstitched lawn Co-ord Sets Collection 2025**, captivated by **Unstitched Gold Printed Banarsi Lawn Suits Designs**, or obsessed with **unstitched embroidered printed lawn suits**, don't wait too long—these coveted styles are flying off the racks!

Make this Ramadan and **Eid 2025** one to remember with celebrity-inspired looks that define elegance and sophistication.

Shop in stores or online at [www.gulahmedshop.com](http://www.gulahmedshop.com) and own the spotlight with Gul Ahmed **Lawn 2025**!

Wishing you a dazzling and stylish Ramadan!

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Appendix B

**Article 2: EDITORS' PICK – For What's New in Town**

**Source:** *Good Times Magazine* (Online)

**Date of Publication:** June 17, 2025

**Fresh Grounds**

A homegrown café with Aussie inspo and local flair, Fresh Grounds is powered by women and packed with purpose. From their signature açai bowls, matcha and froyo to the indulgent knafeh snowberry—every bite is a bold, feel-good experience.

**Gul.co**

Gul.co's meticulously crafted rings are where elegance meets intention—each piece tells a story of timeless beauty and careful detail. Whether you're drawn to bold statements or delicate keepsakes, their rings are the kind you'll treasure forever.

**Craft-Tea**

From trendy notebooks to the cutest cards in town, Craft-Tea is your new stationery soulmate. Their Positive Affirmations sticker set is a little burst of joy—perfect for staying organized, inspired, and effortlessly cool.

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Appendix C

**Article 3: Your Ultimate Guide to a Perfect Day-Time Wedding!**

**Source:** *Page* 3 *Magazine* (Online)  
**Category:** Fashion by Nisha Kamran  
**Date of Publication:** February 15, 2025

Are you planning for a wedding, that too in the day time? Don't worry, we've got all your queries covered. As couples are customizing their weddings to be a true reflection of their shared style and personality, more weddings are being held at all hours of the day in Pakistan nowadays. Your wedding day should not just be a celebration of who you are as a couple, but also be as comfortable and chic as possible.

**Light Coloured and Floral Décor**

Yes, you read that right. The term "less is more" applies here perfectly. You don't want to overdo your décor with bright colors in broad day light, instead keep it simple and classy!

**Pastel Colors Could be Your Top Priority**

One can never go wrong with pastels! You should always opt for soft and neutral shades for a day time event. Here is an inspiration picture so you get a better idea!

**Light Makeup**

Summer and spring daytime weddings can be tricky, as the early afternoon is often the hottest and sunniest time of the day! Simply make a conscious effort to choose cosmetics that will naturally enhance your facial features- after all, makeup shouldn't be the focus of your wedding day ensemble.

**Hope these tips were useful. Don't forget to wear your sunnies and dance the night out!**

Appendix D

**Article 4: Fashion for Every Generation: Gul Ahmed's Winter Collection 2024**

**Source:** *Paperazzi Magazine* (Online)  
**Category:** Beauty & Fashion  
**Date of Publication:** October 2, 2024

Gul Ahmed's 2024 winter unstitched fabric for women combines a diverse selection of fabrics and designs catering to all age groups. Whether you're seeking trendy, vibrant pieces for the younger generation or timeless classics for more mature fashion enthusiasts, this collection offers something for everyone. No matter your age, Gul Ahmed's winter range ensures you stay cozy, stylish, and comfortable. Here's how this collection appeals to different generations.

Shop the full collection in-store or online at [www.gulahmedshop.com](http://www.gulahmedshop.com).

**1. Trendsetting Youthful Styles**

For the younger fashion lovers who gravitate toward bold and trendy outfits, Gul Ahmed's winter unstitched fabric for ladies presents vibrant digital prints, eye-catching colors, and playful patterns. These unstitched designs offer the flexibility to customize outfits that reflect a youthful and dynamic style, perfect for those looking to stand out this winter.

**2. Modern Elegance for Young Adults**

Finding the right balance between style and functionality is key for those in their 20s and 30s. Gul Ahmed's unstitched suits for women combine modern aesthetics with comfort. From sleek silhouettes to subtle embroidery and neutral tones, these versatile pieces are perfect for work and social events throughout the winter season.

**3. Timeless Sophistication for Mature Fashionistas**

For the more seasoned fashion lovers, Gul Ahmed's winter collection offers timeless designs with traditional craftsmanship. These pieces are made from premium fabrics like Pashmina and Khaddar, featuring classic embroidery, rich textures, and elegant cuts. They provide warmth



without sacrificing style, which is ideal for those who appreciate high-quality, sophisticated fashion.

#### **4. Cozy Comfort for Every Age**

Comfort is at the heart of Gul Ahmed's Winter Collection, ensuring everyone, regardless of age, can enjoy warmth and coziness throughout the season. With fabrics like Corduroy, Karandi, and Khaddar, this collection offers versatile options, from trendsetting youth to classic fashion enthusiasts, ensuring a stylish yet cozy winter.

#### **5. Classic Meets Contemporary**

A unique aspect of Gul Ahmed's Winter Collection is its ability to blend classic elements with contemporary twists seamlessly. Whether traditional embroidery with modern cuts or heritage prints refreshed with new designs, these pieces offer a perfect fusion of timelessness and modernity that appeals to generations.

#### **Conclusion**

Gul Ahmed's 2024 Winter Collection celebrates fashion that transcends generations. Whether you're a teen experimenting with bold prints, a young adult balancing style with comfort, or a mature fashionista looking for timeless pieces, this collection has something for you.

With unstitched suits offering the freedom to create your unique outfits, everyone can tailor their winter wardrobe to their style. Combining traditional craftsmanship with modern designs, Gul Ahmed's Winter Collection provides the perfect blend of comfort, warmth, and elegance for all ages.

Shop the collection now and upgrade your winter wardrobe with pieces delivered at a flat fee of just 99PKR!



Appendix E

**Article 5: Embracing Sophisticated Elegance Through Ready-to-Wear Attire**

**Source:** *Sunday Times Magazine* (Online)

**Category:** Fashion / Fashion News

**Date of Publication:** August 30, 2023

Introducing SAHAR's top-notch clothing for exclusive women's wear. Dive into a thoughtful selection designed to improve your personal style. Discover the perfect blend of luxury and fashion, all under one roof.

At [saharonline.pk](http://saharonline.pk), we are dedicated to embellishing your wardrobe with our hand-picked accessories. Find a range of products designed just for you, demonstrating our commitment to timeless elegance and a contemporary feel. Welcome to the world where quality meets style.

Elegant and sophisticated, our dark grey color coordinate sets are a true standout. The balloon-styled sleeves are adorned with mesmerizing *abstract triangle* motifs, complemented by delicate stitching accents. These sets are impeccably paired with stylish pleated pants, creating a harmonious blend of modernity and subtlety.

Our light blue two-piece sets exude effortless charm. Highlighted by a V-shaped neckline and bordered with meticulously crafted blanket stitches, these sets also showcase exquisite embroidery along the back, adorned with pin-tuck accents. The pants are equally embellished with matching embroidery, completing a harmonious ensemble of tasteful details.

Discover our exquisite peach-coloured two-piece, graced with stunning floral embroidery in an elegant off-white hue. The spread collar and bell-bottom sleeve edges are adorned with this intricate floral detailing, adding a touch of timeless beauty to the ensemble.

In summary, our refined beige two-piece ensembles showcase meticulous embroidery in a range of blue, green, and pink hues, embellishing the cuffs of the sleeves, neckline placket, and side pockets with impeccable colour detailing. These enhancements blend seamlessly with the intelligently crafted pants, culminating in an outfit that emanates elegance and sophistication, drawing eyes with its entrancing charm. When it comes to infusing contemporary trends with timeless grace, our brand's designers possess an unparalleled mastery, exemplified by this modern take on coordinated attire in varying shades of blue.

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Figure 3: Article 3 - Your Ultimate Guide to a Perfect Day-Time Wedding!

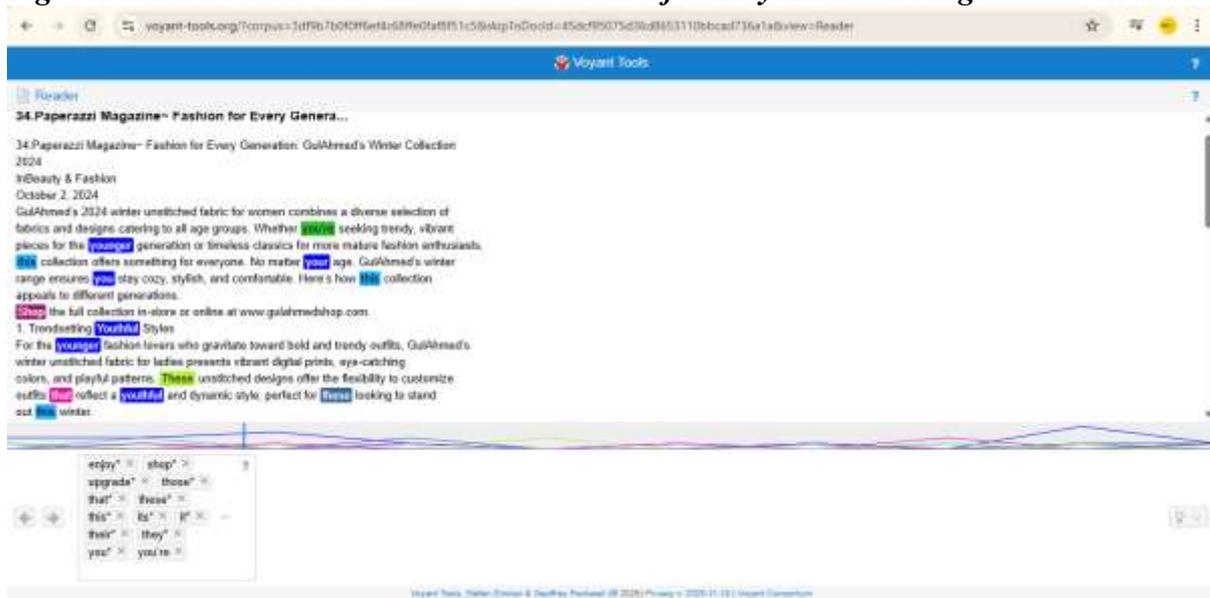


Figure 4: Article 4 - Fashion for Every Generation: Gul Ahmed's Winter Collection 2024



Figure: Article 5 - Embracing Sophisticated Elegance Through Ready to Wear Attire