



&

THE IFFSHOW

Presents

FASHION SHOWCASE

8TH NOVEMBER 2025

AT NISHAT HOTEL LAHORE

GLOBAL DIGITAL AWARDS

The Global Digital Awards are an annual celebration hosted by the Pakistan eCommerce Association. This prestigious platform is dedicated to recognizing, honoring, and celebrating the achievements of individuals, brands, and organizations that are shaping the future of Pakistan's eCommerce and digital ecosystem.

Mission

To recognize excellence, foster innovation, and promote a forward-thinking digital culture in Pakistan's e-commerce industry.

Vision

To create a globally recognized annual awards platform that inspires progress, celebrates milestones, and sets new standards for digital and e-commerce success.

Event Breakdown



11:00 AM
to 02:00 PM

Awards Ceremony:
Recognizing top e-commerce professionals, brands & innovators

02:00 PM
to 04:00 PM

Tech Conference:
Thought leadership, panel talks, and expert keynotes on digital innovation

04:00 PM
to 06:00 PM

Fashion Showcase:
Exclusive runway show for top emerging brands and their collections

07:00 PM
to 10:00 PM

Concert & Dinner:
Live music, celebrity appearances, and a premium networking dinner

THE GRAND FINALE OF GLOBAL DIGITAL AWARDS

The International Fashion Festival Canada (IFFC) is proud to partner with the Pakistan E-Commerce Association for the Global Digital Awards 2025. While GDA celebrates innovation and excellence in Pakistan's digital and e-commerce landscape during the day, IFFC will conclude the evening with an international-standard fashion showcase. This exclusive runway segment will spotlight leading designers, jewellers, textile houses, and lifestyle brands, blending glamour, culture, and creativity into the grand finale of a day dedicated to innovation, recognition, and celebration.

HISTORY

From Riga to Cannes, QMGMT has championed the journey of IFF Shows — seamlessly blending diverse styles, cultures, and creative expression on the global stage.

- Over 21 years of experience in international fashion events & marketing.
- Organized high-profile shows for corporate giants and emerging brands.
- Created and launched Pakistan's first fashion & lifestyle channel, "Style Duniya", which later evolved into Style 360 TV (2007) in collaboration with HUM Television Network.
- Pioneered the promotion of South Asia's fashion heritage on global platforms.
- Established a reputation as a leading force in international fashion promotion.

HISTORY

2024 - Brampton Fashion Festival | June

2023 - International Fashion Festival Canada In its latest edition, the IFF returned to its roots in Toronto, Canada, delivering a spectacular showcase that epitomized a decade-long journey of global fashion evolution.

2023 - International Fashion Festival Nordic, Riga , Latvia

2022 - International Fashion Festival | Cannes, France

2022 - Fashion Festival Canada | Toronto

2020 - International Fashion Festival Islamabad Pakistan

2017 - PCBC Business Expo, Fashion Show, and Music Montreal, Canada

2015 - Pakistan Fashion Festival USA | Dallas, TX

2011-2019 - International Fashion Festival TORONTO Canada

2009-2010 - Dubai Fashion Week, Dubai

2004-2006 - International Fashion Festival Pakistan | Lahore

HISTORY



HISTORY



IFFC Team



CEO

Omar Qamar, CEO of Absolute Culture Communications, is a multi-talented executive who has also been involved in the production of groundbreaking events such as Bridal Couture Week Pakistan, Dubai Fashion Week, Music Concerts, and Cultural Festivals. Mr. Qamar pioneered the South Asian Fashion Market and provided an immense opportunity to the industry to promote its products and services.



Aleksandra Baranova
Global Director

Aleksandra Baranova - fashion designer, artist, and political activist of her home country Latvia. As Creative Director of Absolute Culture Communications and Head Coordinator of IFF Shows, she is an award holder for international contribution to Fashion. Aleksandra's multidisciplinary approach and conceptual thinking have developed a wide portfolio of projects in the industry, including the brand's creative direction and design, event organizing and management.



Nomi Qamar
Creative Director

Nomi Qamar - a former athlete and first international male model of Pakistan. He has been an athletics record holder who also stood out in fashion industry with his athletic discipline. He has done creative direction and close monitoring for Pakistan's Fashion Events. He has held several prestigious positions, including: Former General Manager for Programming (Style 360 TV); Producer (Voice of America); Creative Head and Event Director (Absolute Culture in Pakistan).



Hasan Zaidi
Global Business Director

Hasan has over 20 years of experience in brand development, keynote speaking, and entrepreneurial projects. In his early career, he gained opportunities to work in the media industry, specializing in recruitment and human resources management. His accomplishments include projects that celebrated Hollywood stars and received coverage in major media outlets such as TV, billboards, print media, and ad campaigns.

GLOABL DIGITAL AWARDS TEAM

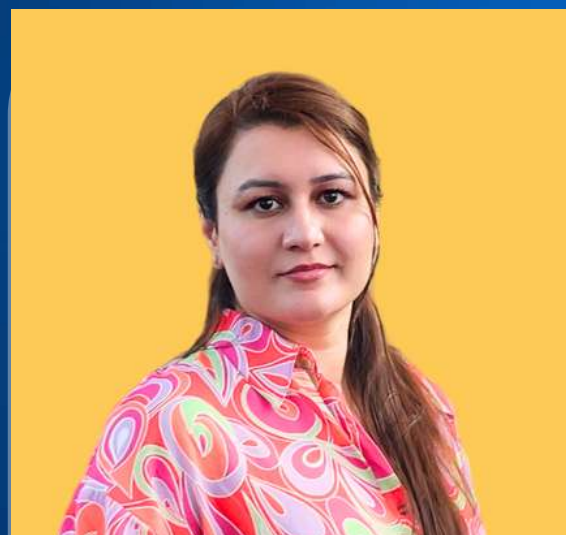
Driving the Vision Behind Global Digital Awards



Omer Mubeen

Founder, Global Digital Awards
Chairman, Pakistan E-commerce
Association | Group CEO, Deployers

A visionary entrepreneur and one of the pioneers of Pakistan's e-commerce transformation, Omer Mubeen founded the Global Digital Awards to recognize and celebrate industry excellence. His leadership bridges technology, education, and innovation with a global outlook.



Sehrish Ali

Event Director, Global Digital Awards
Creative Director & Founder, DeLogics

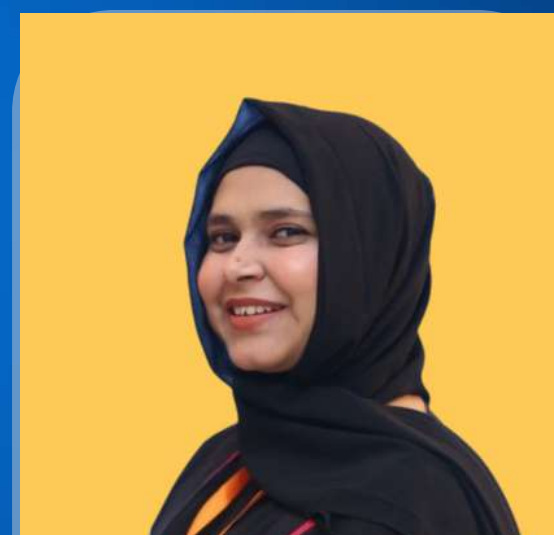
As Event Director, Sehrish leads with strategy, structure, and flair. She brings together cross-industry partnerships, manages high-stakes execution, and ensures that every segment of the Global Digital Awards reflects innovation, inclusivity, and operational excellence.



Haider Ahmed Qazi

Managing Director, Global Digital Awards
President PEA | GM Stylo Group

With extensive experience in the e-commerce sector, Haider currently leads digital operations at a top fashion and retail brand. At GDA, he oversees event execution and digital strategy, ensuring a smooth and impactful experience for all stakeholders.



Bushra Izhar

Head of Strategic Partnerships & Media
Relations, GDA
Founder DHM

Bushra is the force behind media alliances, brand onboarding, and sponsorships. Her sharp marketing instincts and high-level relationship-building skills make her instrumental in connecting the event with Pakistan's top brands.



Malik Sajid Riaz

Director, Operations & Logistics, GDA

Malik Sajid ensures every segment of the event operates smoothly. From on-ground coordination to experience delivery, his precision and logistical command help maintain world-class execution.

THE SHOW

FASHION SHOW

Featuring International Fashion Designers and performers

Fashion Show featuring

A curated show of **10 participants**:

- 6 Designers
- 2 Textile Houses
- 1 Jeweller
- 1 Lifestyle Brand (sponsor showcase)
- Each participant: **10 outfits** (curated presentation).
- Finale by a **celebrity designer**.

SHOW FLOW

Opening Segment – Textile showcase / emerging talent.

Main Showcase – 5 designers + lifestyle brand.

Jewellery Segment – 1 jeweller.

Grand Finale – Celebrity designer spotlight.

Musical and Dance performances

THE SHOW

STAGE & PRODUCTION

Runway: Vinyl-covered ramp with transparent sheet or printed custom design.

Backdrop: Full LED screen wall with:

- Show's customized graphics
- Designer/brand logos
- Personalized animations synced with each segment

Lighting: Intelligent moving lights, dynamic transitions.

Media: Full photography & videography, digital storytelling & PR.

AUDIENCE & OUTREACH

- Guests: Fashion fraternity, celebrities, influencers, media, buyers, diplomats.
- Media Coverage: National TV, digital streaming, social media, press coverage.
- International Exposure: Co-marketing across Canada, Europe, UAE, and USA.

Fashion Show Ticket Categories

- Super VIP – PKR 15,000

- Front-row seating
- Dedicated VIP space
- Access to VIP lounge
- Networking dinner with celebrities & designers
- Hi-tea & exclusive networking space

- Premium – PKR 7,500

- Reserved seating (behind VIP rows)
- Hi-tea & networking space access
- Casual seating area

- Standard – PKR 3,500

- General entry to Fashion show
- Hi-tea included
- No networking area access
- Seating in regular rows

POTENTIAL PARTICIPANTS

- Beauty and Hair Care Products
- Bridal Accessories
- Bridal Wear & Services
- Jewelry designer
- Footwear
- Sportswear
- Furniture and Furnishings
- Handicrafts
- Textile
- Leather Goods
- Shoes
- Hair & Makeup Brands
- Medical Solutions & Equipment
- Real Estate Developers
- Hotels, Restaurants & Food Products



BENEFITS FOR PARTICIPANTS & SPONSORS

Designers / Jewellers / Textiles

We provides an unparalleled platform to elevate your brand, with opportunities including:

- Premium Runway Presence – Showcase your collection on an exclusive runway with professional models, curated music, and a complete stage setup.
- Product & Material Display – Dedicated space to showcase your products, textiles, or jewellery at the venue.
- Media & PR Spotlight – International media coverage, social media campaigns, and event press mentions.
- Brand Visibility On-Site – Logo placements on event backdrops, digital screens, and event materials.
- On-Stage Recognition – Public acknowledgment during the event, increasing visibility among VIPs, buyers, and attendees.
- Professional Support – Full hair and makeup services for models provided by expert teams.

Designer Packages (Tiered for Maximum Impact)

<u>Tier</u>	<u>Investment</u>	<u>Benefits Included</u>
Diamond	1,500,000 PKR	Exclusive prime-time runway slot, dedicated product/material display, full-page feature in event newspaper & digital campaigns, front-row Super VIP seating, logo placement on main backdrop & venue screens, on-stage acknowledgment, professional hair & makeup for all models, curated music, <u>social media promotion across all festival channels.</u>
Platinum	1,000,000 PKR	Prominent runway slot, product/material display area, half-page feature in event newspaper, Premium Seating, logo on select venue screens and backdrop, on-stage acknowledgment, professional hair & makeup for models, music & <u>ambiance support, social media mentions.</u>
Gold	500,000 PKR	Runway participation, product/material display, listing in event newspaper, logo on digital screens at venue, on-stage acknowledgment, hair & makeup support for <u>models, curated runway music.</u>

Lifestyle Brands / Sponsors

- Brand Showcase – Exclusive segments integrated into the runway or lifestyle experience.
- Digital & PR Integration – Coverage across social media, press releases, and event communications.
- VIP Engagement & Red Carpet Visibility – Networking with high-profile guests, celebrities, and media representatives.
- On-Site Brand Placement – Logos on event backdrops, screens, and printed materials, plus mentions during stage presentations.
 - Campaigns
 - Content Marketing
 - Media Relations
 - Press Releases , Media Partnerships
 - Influencer Collaborations
 - Global & Local Influencers