

RESEARCH & DESIGN MAGAZINE

WELCOME TO



BREAKING NEW GROUNDS IN APPAREL

VOLUME 1

MEET THE MAKERS!

The minds behind great designs !

SALEEM AKHTAR- Creative Head



SAAD QURESHI- Clo3D Designer



HABIB REHMAN- Textile Designer



LEENA AFTAB- Digital Designer



JUNAID BASHIR- Textile Designer



MINHA ELAHI- Fashion Designer



ZOHA KHAN- Fashion Designer



ZAIN AKRAM- Fashion Designer



LAIBA SHAHID KHAN- Brand Visual Designer



A good team needs three things: the right people, the right spirit, and a couple inside jokes.

STEP INTO R&D Threads

EDITORIAL

Welcome to the first edit of R&D Threads- a celebration of creativity, innovation, and dedication that drives out Research and Design Department.

In each edit, we'll take you inside the process of creating the future of fashion. In each issue, we shine a spotlight on the brilliant minds and groundbreaking work that go into designing the apparel. The magazine serves as a window into our world of innovation!

In the following pages, you will find a deep dive into our latest design innovations, profiles of key team members, and inclusive insights from our department.

We hope you enjoy this journey!



Message from HEAD OF DEPARTMENT

“Success is often seen as a result of luck, winning the lottery, or being born into privilege. However, true success is forged through relentless effort, curiosity, and the courage to seize opportunities. It's about pushing boundaries, embracing challenges, and creating our own breakthroughs.

As a team, our mission is to uplift each other, turning ambition into reality and efforts into success. Together, we will drive the wheels of creativity and innovation, making MG Apparel a thriving force in the industry. Our journey is not about reaching a fixed destination; it's about continuous growth, purpose, and progress—and that's exactly how it should be. ”



Saleem Akhtar
Creative Head

A/W Collection by MG APPAREL: Where Innovation Meets Nature

As the seasons shift, so too does the narrative of style. MG APPAREL's latest collection for **P&B A/W 25** made waves, drawing inspiration from the interplay of autumnal and winter season, venturing into experimental territory, pushing the boundaries of fashion with bold new silhouettes and unexpected details.

Oversized fits dominate the collection, creating an air of effortless cool that speaks to the laid-back, free-spirited attitude of the colder months.



Exaggerated pockets, enhanced scooplins, rip & repairs, paint splashes and overdone acid washes on denim bring a fresh perspective to the garments, elevating casual style to new heights. The intention is clear: to combine function with fashion, giving a sense of ease while maintaining a distinct and modern edge.

Sustainability remains at the heart of MG APPAREL's ethos, and this collection takes that commitment a step further. The design team has expertly incorporated **Hemp Fabric**—a material known for its durability and low environmental impact—into key pieces, ensuring that each garment speaks not only to style but to responsibility.

By blending comfort, sustainability, and innovation, the collection remains true to the values of a mindful consumer. culture.

S/S 26 Collection: A Blend of Versatility Functionality

JACK&JONES S/S 26 collection brings a fresh and dynamic offering, showcasing a wide range of styles from woven tailored pants and workwear-inspired pieces to the bold edge of 90s grunge look.

This season, the collection highlights coord sets, including matching shirts and shorts, tailored pants, cargoes, and jogger pants, ensuring a look that's both diverse and on-trend.

What sets this collection apart?

It is the use of **textured fabrics, such as crinkled linen, cotton canvas, and twills**, adding depth and

visual interest to each piece. The neutral color palette complements the use of linen, viscose, and organic cotton, emphasizing sustainability.



Functionality takes centre stage!

Safari set includes patchpockets, adjustable waistbands, eliminating need of additional belt, ensuring comfortable and practical fit.



SAFARI SET

VERO MODA & JJXX S/S 26: Casual Elegance with a Classic Touch



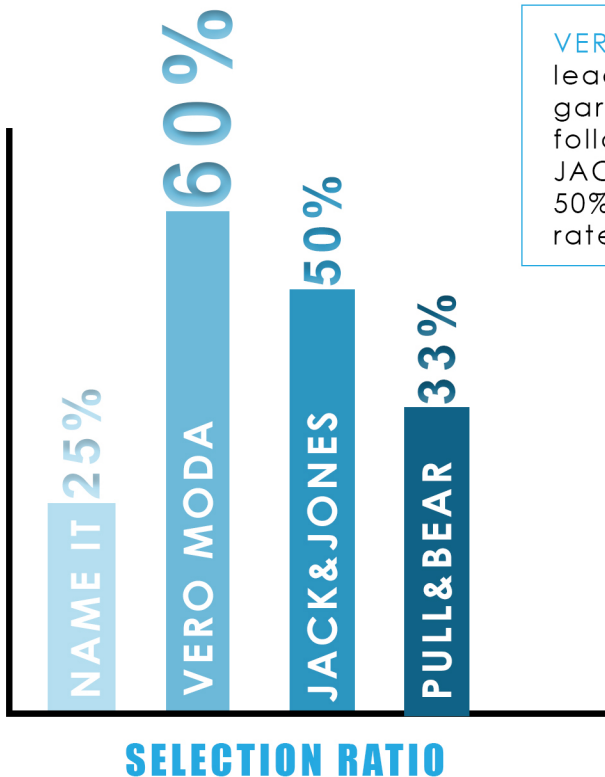
The collection effortlessly blends casual ease with timeless style. Designed with the modern casualness in mind, the collection features **flowy, relaxed fits** that emphasize a beautiful drape, ensuring both comfort and sophistication.

Each piece is enhanced with subtle detailing—pleats, additional topstitches, and small trimmings—elevating the casual aesthetic with a refined touch. The use of

linen, cotton, and viscose blends adds to the collection's breathable, lightweight feel, making it perfect for any destination.

Whether you're on the go or unwinding, this collection offers versatile, travel-friendly pieces that maintain a classic, effortlessly stylish appeal.

NON-DENIM WOMAN



Who's Winner?

VERO MODA takes the lead with 60% garment selection, followed by JACK & JONES that has 50% of the selection rate.



STREAMLINING PRODUCT DESIGN

HOW DIGITAL SKETCHES ENHANCE SALES CYCLE?

R&D and Marketing Department collaborate to **streamline design and approval processes**, improving efficiency and cutting costs.

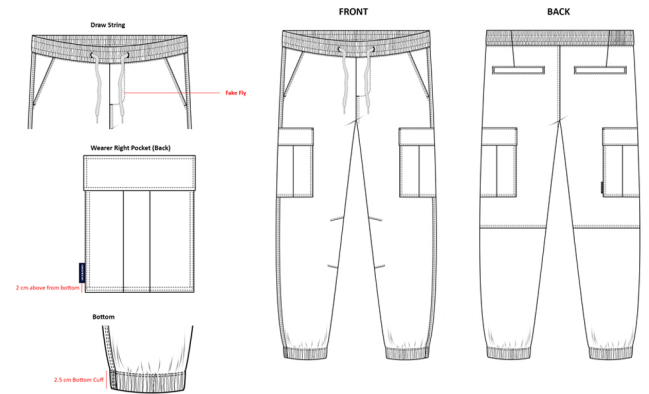
Digital Sketches ensures that any design changes requested by customers are quickly implemented, reducing back and forth communication, and **eliminating the need for multiple physical samples**.

With only one physical sample needed after digital approval, order

processing accelerates, enhancing sales speed. The process also **reduces manufacturing waste**, ensuring a more **cost-effective and sustainable approach** to product development.

The integration of digital tools transforms conventional workflows, improving agility, responsiveness, and overall business efficiency.

MG APPAREL - RESEARCH & DESIGN DEPT				BUYER: JACK & JONES	
DESIGNER: LAIBA SHAHID KHAN	STYLE NAME: JPSTKANE DAVIS CUFFED CARGO RET	SEASON: ESS SPRING 2026	FABRIC: DAVIS	FIT:	
DATE: 18-12-24					



CUSTOMERS

JACK&JONES name it



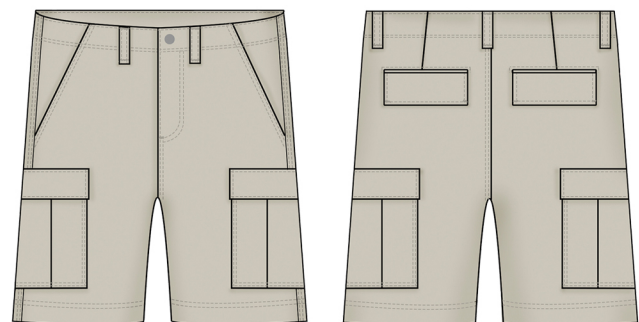
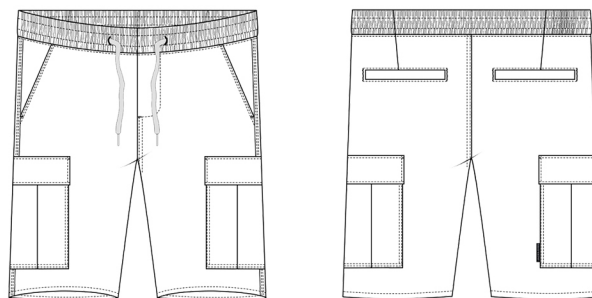
**Reduced
Delays**



**Increased
Responsiveness**



Cost-Effective



R&D's Contribution to Brand Growth

The R&D department is actively enhancing the brand's image and social media presence through its new initiative, **#ThenextD**. Every Wednesday, the team shares insightful posts about garment construction on CLO3D, showcasing how this digital innovation streamlines the manufacturing process.

Additionally, the department is focused on sustainability by developing **3D fit samples**, which not only accelerate the design process but also minimize waste. This digital approach is setting the brand apart by fostering efficiency and environmental responsibility.



[Click Here!](#)

RAIMENT 61



3D FIT SAMPLE





TOP PICKS

★ ★ 1 2 3 4 5 6 7 8 9 1 7 ★ ★

WHO GOT THE TICKET?

★ ★ 1 2 3 4 5 6 7 8 9 1 7 ★ ★

TOP PICKS

TOP PICK FABRIC

RUBY BLUE



RUBY BLUE has emerged as the "IT" fabric. It's no surprise that it became the most sought-after fabric at KP Amsterdam, back in October '24. This fabric is now making waves in collections, with major brands like P&B and D&B embracing it for their latest lines.

TOP PICK (P & B)

SPLASH SKATE

SPLASH SKATE, a standout at Pull&Bear's recent meeting, combines 50% organic cotton and 20% recycled cotton for a sustainable, one-of-a-kind garment. Its vintage faded look and paint splashes create a unique, artistic design..



Dear Reader,

Hope you enjoyed
the little glimpses
of R&D
Department.
Here's to many
more
collaborations.

-Laiba Shahid Khan



Risk
Motivation

TEAMWORK

Achievement



Cross-Dep[rt]mental
COLLABORATIONS



Strategy



TRUST

