



AUTUMN
WINTER

2023 - 24

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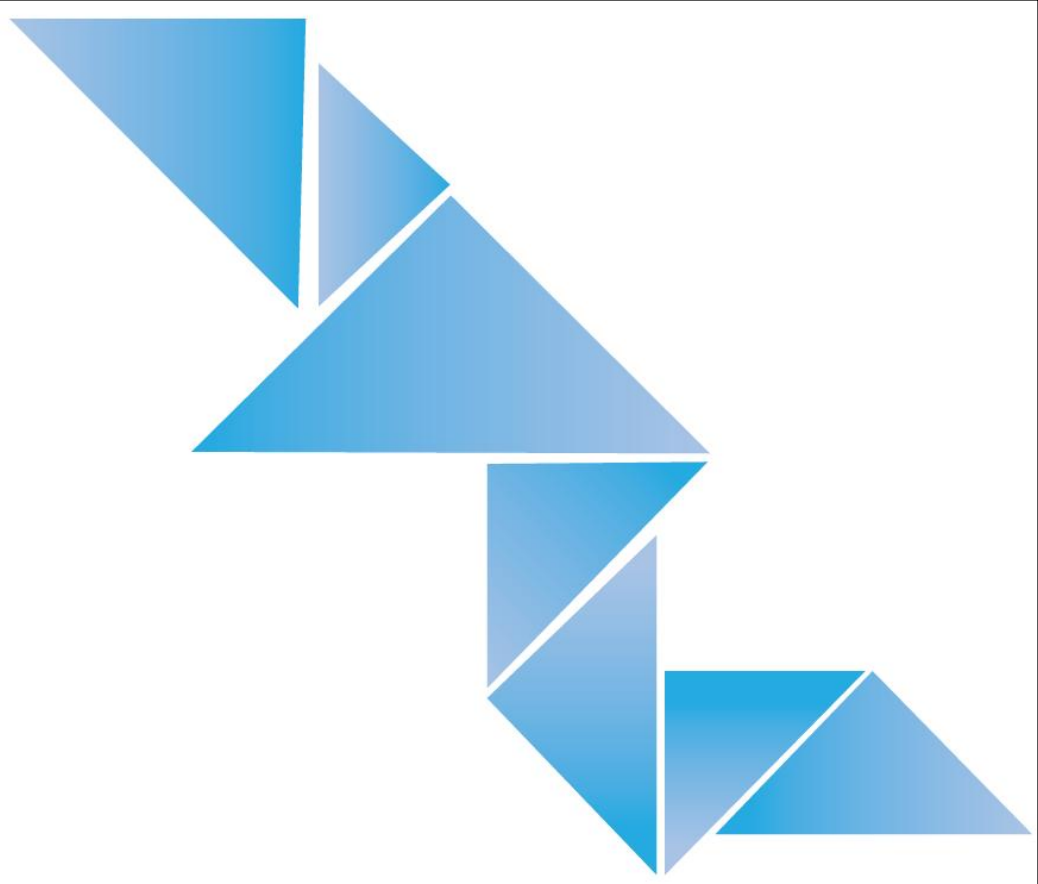
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Catch A Glimpse Into **MG Apparel!**

As a pioneer of environmental-conscious fashion in Pakistan, MG Apparel, a part of the esteemed Mahmood Group with 87 years of textile industry expertise, embodies the core values of sustainability, gender equality, and innovation. From fabric selection to finished garments, we prioritize sustainability while offering timeless designs that transcend temporary trends. Our elegant, sophisticated, and fashion-forward pieces allow you to make a statement, whilst providing infinite layering possibilities. By styling with MG Apparel's timeless pieces, you not only embody progressive fashion but also contribute to a grand mission promoting sustainability, women empowerment, and technological advancement. Choose MG Apparel to make a lasting impact through exquisite style that encapsulates green principles in every garment you wear.



This catalogue is an ode to the Cultural Heritage of our City, **Multan** shot at some of the most iconic historical locations. We are also grateful to reflect sustainability as the core of our operations at our eco-friendly, Leed Platinum facility.

AUTUMN WINTER





DARK MIST

A grunge-esque collection designed to communicate style that is rebellious, unconventional, and unapologetically true to the latest trends. Edgy jeans and pants that are sure to steal a couple of looks through their bold and mysterious allure.





MEN



FOIL PRINT TECHNIQUE
Composition: 99% BCI Cotton, 1% Spandex

WOMEN



METALLIC FINISH FABRIC
Composition: 99% BCI Cotton, 1% Spandex

The background is a blue gradient. There are several white vertical lines of varying lengths: one near the top left, one near the top center, one on the right side, and one near the bottom right. In the bottom left corner, there are white geometric shapes, including a large triangle and some smaller rectangles and triangles.

ECO-ESSENTIAL

Sustainability is not just about material - it's also about donning a style that remains sustainable over the years. Our Eco Essentials collection features flared pants, minimal frays and natural prints. Embodying longevity and timelessness in the eco-friendliest fabric and design.



MEN



SUSTAINABLE LASER PRINT
Composition: 98% BCI Cotton, 2% Spandex

WOMEN



SUSTAINABLE LASER PRINT
Composition: 98% BCI Cotton, 2% Spandex

The background is a blue gradient. There are several white vertical lines of varying lengths: one on the left, one near the top center, one on the right, and one near the bottom right. In the bottom left corner, there are white geometric shapes, including a large triangle and several smaller rectangles and triangles.

FANCY GLIT

No matter the occasion, it never hurts to glam up a bit! Introducing a collection of fancy yet sustainably sourced jeans adorned with rhinestones, diamond patterns and glitzy prints that are perfect for casual and party-wear alike.



THE KINGPINS
CONCEPT IS SIMPLE

KINGPINS
SHOW



MG
apparel

SEE YOU
AT KINGPINS

BASKETBALL CITY, NEW YORK

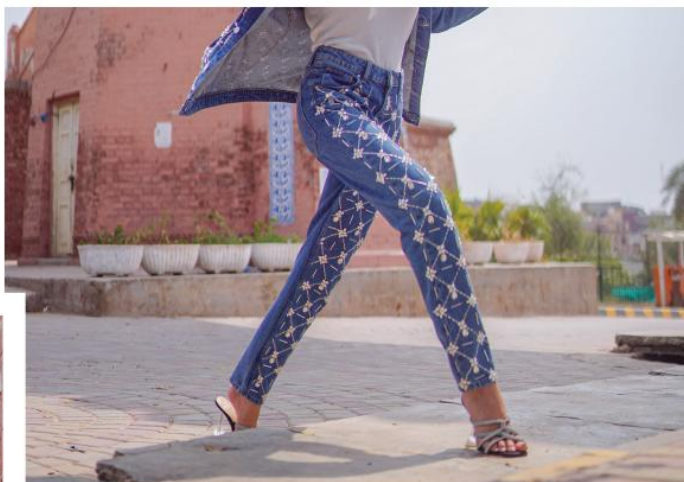
SAVE THE DATE,
BOOTH G-11,
BASKETBALL CITY, NEW YORK

MEN



RHINESTONE EMBELLISHMENT
Composition: 98% BCI Cotton, 2% Spandex

WOMEN



HAND EMBELLISHMENT
Composition: 100% BCI Cotton



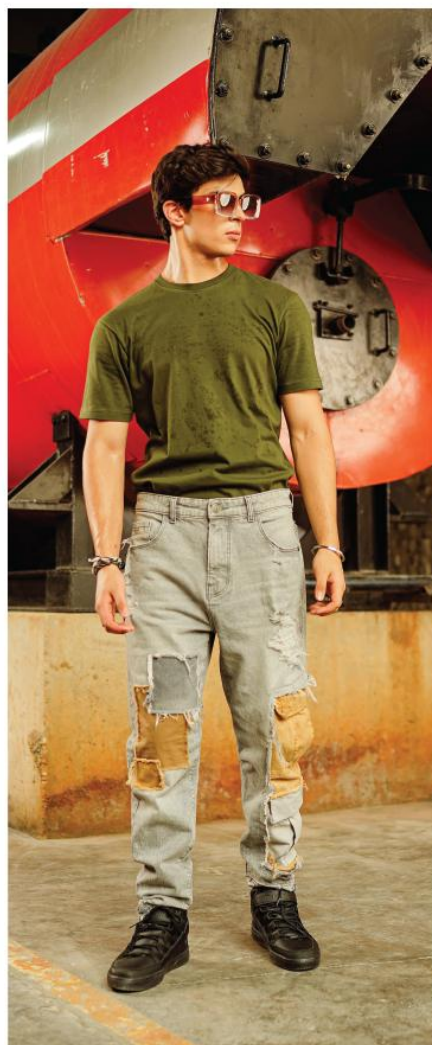
FRINGE FEST

Fringes will always be in vogue. This collection revives the boho-chic style through quality denim jeans ornamented with edgy fringes. The meticulously crafted textures are sure to resonate with creative and dynamic personalities.

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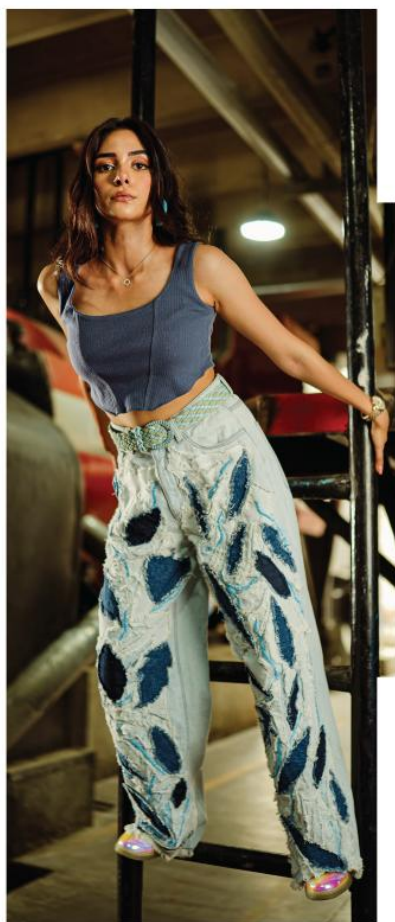


MEN



PATCH WORK
Composition: 100% BCI Cotton

WOMEN



PATCH WORK & HAND EMBELLISHMENT
Composition: 100% BCI Cotton

The background is a smooth gradient from red on the left to blue on the right. Several thin white vertical lines are positioned at various heights. In the bottom left corner, there are white geometric shapes, including a large triangle and some smaller rectangles and triangles.

FUNKY TOWN

It's time to do away with life's mundanity by throwing in a splash of color and funkiness! This collection showcases feisty styles and sustainably designed vibrant bottoms that communicate a sense of liveliness through their aesthetic.

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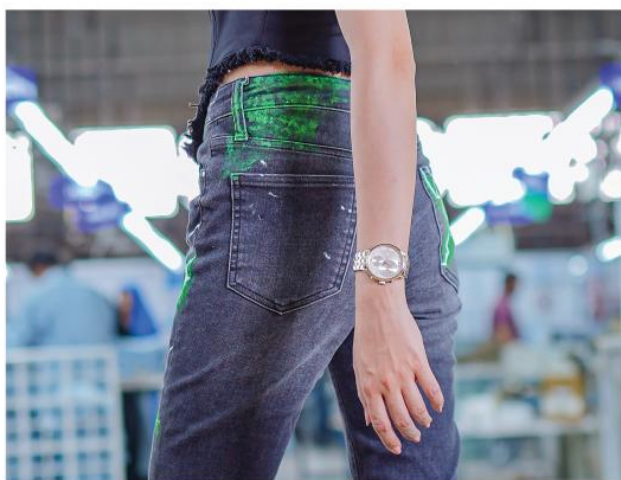


MEN



HAND PAINTED
Composition: 100% BCI Cotton

WOMEN



HAND PAINTED
Composition: 66% BCI Cotton, 21% PIW Cotton, 11% Ciclopoly, 2% Lycra



TOMORROW LAND

Contemporary fashion is all about style infused with comfort. Introducing versatile fitted-straight and wide-legged pants perfect for business casual outfits to elevate everyday looks.

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MEN



LEATHER FINISH FABRIC
Composition: 100% Poly

WOMEN



Bi-stretch Fabric
Composition: 70% Poly, 27% Rayon, 3% Spandex

The background is a solid orange color. There are several white decorative elements: a thick vertical line on the left side, a thin vertical line on the right side, and a thin vertical line on the far right. In the bottom left corner, there are white geometric shapes, including a large triangle and several smaller triangles and rectangles.

TRUE VINTAGE

Good fashion never becomes outdated – it simply becomes ‘vintage’! Embrace the nostalgic jeans of the 90s infused with a contemporary touch through our True Vintage collection, which is a flashback to the past as well as a tribute to fashion that never truly dies.

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MEN



DIRTY VINTAGE WASH
Composition: 100% BCI Cotton

WOMEN



DIRTY PIGMENT WASH
Composition: 83% BCI Cotton, 16% Poly, 1% Elastane



Style With A Sense Of Responsibility

Stepping up your style game to the next level
Whilst saving the Earth with sustainable practices
