

Exploring Brand equity of female designer clothes in Islamabad



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ABSTRACT

The research study aims to dissect the brand equity of female fashion designers clothing in the context of Islamabad. It is evident that in Islamabad, women incline to purchase fashion designers clothing while dropping out all the topical high street fashions without any rational reasons. Hence, this research strives to discover the warrants or rationale behind women behaviour of making their march towards fashion designer clothing; so that it paves the way for making a concrete judgement on women buying behaviour in Pakistan.

When it comes to predilection of Islamabad women, they are accustomed to prefer fashion designers clothing by virtue of its quality, uniqueness, design, variety and all other host of reasons. There was no erstwhile theory available which explore the reasons behind such behaviour of women in the context of Pakistan. On that note, this study is conducted to unravel the drivers behind female patronage of designer clothing in Islamabad.

To rise to the occasion, fifteen in-depth interviews are conducted under the aegis of intimate professionals who have been around the ridges when it comes to designer clothing widespread influence on the turf of Islamabad. All of the interviewees shared their sagacious insights on the research topic with the intention to cast useful contribution into the research study.

The research study surceases with useful insights and surface multitude of ways to pin down the female tendency towards fashion designer clothing and also indicate many important facts and figure which pave the way for prospective researches in relation with fashion clothing in Islamabad.

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