



THE ROLE OF TRADITIONAL PAKISTANI TEXTILES IN CONTEMPORARY FASHION DESIGN

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ABSTRACT

Traditional Pakistani textiles represent an important part of the country's cultural identity, artistic heritage, and creative economy. Textiles such as Ajrak, Rilli, Khadi, block printing, embroidery, Banarsi weaving, and regional handcrafts contain distinctive motifs, colors, techniques, and symbolic meanings that have been transmitted across generations. In recent years, these traditional textile practices have increasingly influenced contemporary Pakistani fashion design as designers seek to combine cultural heritage with modern silhouettes, innovative production methods, and changing consumer preferences. Recent research demonstrates that traditional textiles can be transformed into contemporary fashion products through digital design, surface experimentation, upcycling, and fusion with modern garment structures. For example, contemporary studies on Sindhi Rilli and Ajrak highlight their potential for sustainable fashion, while research on Pakistani fashion demonstrates how Eastern surface patterns can be incorporated into Western and contemporary silhouettes. This study examines the role of traditional Pakistani textiles in contemporary fashion design, with particular attention to cultural identity, design innovation, sustainability, and the preservation of traditional craftsmanship. It explores how designers reinterpret traditional materials, patterns, embroidery, printing, and patchwork techniques for contemporary consumers without completely losing their cultural meanings. The study argues that the integration of traditional textiles into modern fashion can contribute not only to aesthetic innovation but also to cultural preservation, artisan empowerment, and the development of a distinctive Pakistani fashion identity in local and international markets. At the same time, issues such as commercialization, authenticity, cultural appropriation, and the fair recognition of artisans need to be considered when traditional textile heritage is incorporated into contemporary fashion.

KEYWORDS: *Traditional Pakistani Textiles, Contemporary Fashion, Ajrak, Rilli, Khadi, Cultural Heritage, Textile Design, Sustainable Fashion, Pakistani Fashion, Craftsmanship.*

INTRODUCTION

Pakistan possesses a rich and diverse textile heritage that reflects centuries of craftsmanship, regional traditions, cultural exchange, and artistic expression. Textile production has historically played an important role in the social and economic life of the communities that now constitute Pakistan. From the block-printed Ajrak of Sindh and the patchwork traditions of Rilli to handwoven fabrics, embroidery, weaving, dyeing, and regional decorative



techniques, Pakistani textiles communicate distinctive cultural identities through material, color, pattern, and craftsmanship. These textiles are not simply functional materials used for clothing; they also preserve memories, social values, regional histories, and traditional knowledge. Contemporary discussions of Pakistani textile design increasingly emphasize the importance of understanding this heritage as a living design resource rather than treating it only as a historical artifact. Traditional textiles have become particularly significant in contemporary fashion because modern designers increasingly seek inspiration from cultural heritage while responding to globalization and rapidly changing fashion trends. Contemporary fashion requires designers to create products that are aesthetically attractive, commercially relevant, innovative, and adaptable to changing lifestyles. Traditional Pakistani textiles provide designers with a distinctive vocabulary of motifs, techniques, colors, materials, and construction methods through which they can develop new fashion expressions. Recent research on cultural design argues that traditional cultural elements can be revitalized when their symbolic meanings and visual characteristics are thoughtfully incorporated into contemporary textile.

One of the most recognizable examples of Pakistani textile heritage is Ajrak, a traditional block-printed textile strongly associated with Sindhi culture. Its geometric compositions, repeated patterns, deep colors, and complex printing process have made it an important symbol of cultural identity. In contemporary fashion, Ajrak has moved beyond its conventional forms and has been incorporated into garments, accessories, contemporary silhouettes, and other lifestyle products. Recent research describes the transformation of Ajrak from a locally rooted cultural textile into an element of contemporary and potentially global fashion, while also highlighting concerns about commercialization, authenticity, and cultural appropriation. Similarly, Rilli or Ralli patchwork represents another important dimension of Pakistani textile heritage. Traditionally produced by women in Sindh, Rilli involves the creative arrangement and stitching of fabric pieces to form colorful geometric and decorative compositions. Although historically associated with quilts and household textiles, contemporary designers and researchers are exploring its application in apparel and fashion products. Research published in *Fashion Practice* demonstrates that traditional Sindhi Ralli can be incorporated into sustainable fashion through upcycling, creating new possibilities for traditional craft within contemporary clothing design. Husain, M. I., Nigah, Z., Ansari, S. U. H., Khoso, A. B., Kiran, T., Umer, M., ... & Mulsant, B. H. (2025). Found that .The contemporary reinterpretation of traditional Pakistani textiles also demonstrates how fashion can function as a bridge between the past and the present. Instead of reproducing traditional designs exactly, contemporary designers can extract selected elements such as motifs, colors, embroidery techniques, weaving structures, or printing methods and reinterpret them according to current fashion requirements.

This approach allows traditional heritage to remain relevant while giving designers space to experiment with new silhouettes, materials, technologies, and production methods. A 2025 study of Pakistani fashion found that Eastern surface patterns and traditional techniques can



be combined with Western ready-to-wear silhouettes, creating a fusion between cultural heritage and contemporary fashion aesthetics. Khan, S. U. R., Raza, A., Shahzad, I., & Ali, G. (2024, October) explains that . This process of fusion is particularly important in the context of globalization. Global fashion trends can sometimes lead to the standardization of clothing aesthetics, reducing the visibility of local cultural identities. Pakistani designers can respond to this challenge by incorporating indigenous textile traditions into modern fashion. In doing so, traditional textiles become a source of differentiation in an increasingly competitive fashion market. Contemporary Pakistani fashion brands have increasingly demonstrated that heritage-based design can coexist with modern fashion sensibilities. Recent reporting on Pakistan's fashion industry has highlighted the revival and reinterpretation of textiles such as Ajrak, Rilli, Taarkashi, and other craft traditions by contemporary designers and brands. Digital technology has further expanded the possibilities for incorporating traditional textiles into contemporary fashion. Digital mood boards, fashion forecasting, digital illustration, surface design, and other design technologies allow designers to experiment with traditional motifs before translating them into physical garments. A 2025 study focusing on Ralli patchwork found that digital design platforms can facilitate the transformation and innovation of traditional fashion design by helping designers reinterpret traditional embroidery and patchwork for contemporary apparel. This indicates that technology does not necessarily threaten traditional craftsmanship; instead, when used appropriately, it can provide new methods for documenting, modifying, presenting, and promoting traditional textile heritage.

Sustainability is another important dimension of traditional textiles in contemporary fashion. Traditional textile production frequently involves handcrafting, repair, reuse, patchwork, and relatively localized production systems. These characteristics can be connected with contemporary sustainability principles, particularly when designers reuse existing textile materials or collaborate with artisans. The upcycling of Sindhi Rilli, for example, demonstrates how an established craft practice can be incorporated into contemporary sustainable fashion while maintaining its distinctive visual and cultural qualities. Similarly, recent research has investigated the possibility of transferring Ajrak and Rilli techniques onto banana-fibre fabrics, suggesting new possibilities for combining traditional textile heritage with alternative sustainable materials. The relationship between traditional craftsmanship and contemporary sustainability is particularly important because traditional textile communities possess specialized knowledge that cannot easily be reproduced through industrial manufacturing. Techniques such as hand embroidery, block printing, hand weaving, patchwork, and traditional dyeing require skill, time, and accumulated knowledge. When designers collaborate with artisans, contemporary fashion can provide new markets for these skills and potentially contribute to the continuation of traditional craft practices. However, such collaboration needs to recognize artisans as creative contributors rather than simply sources of inexpensive manual labor. Recent research on Pakistani and Chinese traditional textiles emphasizes the potential of cultural textile collaboration to support creativity,



heritage awareness, and sustainable fashion while highlighting the importance of preserving traditional knowledge.

Another important issue is cultural identity. Clothing is one of the most visible ways through which individuals and communities communicate identity. Traditional Pakistani textiles contain regional symbols and visual languages that distinguish one cultural group from another. When these elements are incorporated into contemporary fashion, they can strengthen the visibility of Pakistani cultural identity among younger generations and international audiences. Contemporary fashion therefore provides an opportunity to communicate heritage in a form that is relevant to present-day lifestyles. Rather than viewing tradition and modernity as opposites, designers can treat them as interconnected sources of creativity. At the same time, the commercialization of traditional textiles presents several challenges. When traditional motifs are reproduced for mass consumption, their cultural meanings may be simplified or removed from their original context. There is also a risk that commercially successful designs may be copied without acknowledging the communities that developed them. Research on contemporary Ajrak specifically identifies concerns related to authenticity, commercialization, and cultural appropriation. Therefore, contemporary fashion designers need to balance creativity and commercial requirements with cultural responsibility.

The question of authenticity is especially important when traditional textiles are transformed for contemporary markets. Authenticity does not necessarily mean reproducing historical designs without modification. Instead, contemporary authenticity can involve maintaining the essential cultural characteristics and knowledge of a textile while allowing creative adaptation. For example, an Ajrak-inspired garment may use traditional patterns while adopting a contemporary cut, or Rilli may be incorporated into a modern jacket rather than being used exclusively in traditional household products. Such approaches can make heritage more accessible to new consumers while maintaining connections to its cultural origins. Recent research provides strong evidence that Pakistani textile traditions have considerable potential for contemporary fashion innovation. Studies of Rilli, Ajrak, cultural design, and Pakistani fashion fusion demonstrate that traditional textile practices can contribute to modern apparel, sustainable fashion, digital design, and cross-cultural fashion expression. Nevertheless, further research is needed to understand how traditional Pakistani textiles can be incorporated into contemporary fashion while simultaneously preserving cultural meanings, supporting artisans, encouraging sustainable practices, and meeting consumer expectations. Therefore, the present study focuses on the role of traditional Pakistani textiles in contemporary fashion design. It examines how traditional textile materials, patterns, techniques, and cultural symbols are being reinterpreted by contemporary designers. The study also considers the contribution of traditional textiles to cultural identity, design innovation, sustainability, and the preservation of indigenous craftsmanship. By examining these dimensions, the research aims to demonstrate that traditional Pakistani textiles are not merely remnants of the past but valuable creative resources capable of contributing to the future of Pakistani fashion.



RESEARCH OBJECTIVES

1. To examine the role of traditional Pakistani textiles in the development of contemporary fashion designs and trends.
2. To explore how traditional textile techniques, motifs, patterns, and materials are being reinterpreted by contemporary Pakistani fashion designers.
3. To assess the contribution of traditional textiles to cultural identity, sustainable fashion, and the preservation of Pakistani craftsmanship.

RESEARCH QUESTIONS

1. What role do traditional Pakistani textiles play in contemporary fashion design?
2. How are traditional Pakistani textile techniques, motifs, and patterns being adapted to meet contemporary fashion requirements?
3. How can the integration of traditional textiles contribute to cultural preservation, sustainability, and the empowerment of traditional artisans?

LITERATURE REVIEW

The Role of Traditional Pakistani Textiles in Contemporary Fashion Design Traditional Pakistani textiles constitute an important component of the country's cultural heritage and continue to provide significant creative resources for contemporary fashion design. Pakistan has a diverse textile heritage that includes Ajrak, Rilli/Ralli, Khadi, hand block printing, traditional weaving, Balochi embroidery, Sindhi embroidery, Phulkari, Banarsi textiles, and other regional craft practices. Ghaffar, M. B., Amin, N., Hameed, U., Fatima, A., & Saqlain, S. A. (2025). Found that .These textile traditions contain distinctive motifs, colors, construction techniques, and symbolic meanings that communicate the cultural identities of different Pakistani communities. Contemporary fashion has increasingly become a space where these traditional practices can be reinterpreted through modern silhouettes, innovative materials, digital technologies, and sustainable production approaches.

Traditional Textiles as Cultural Heritage

Traditional textiles are increasingly understood as living forms of cultural heritage rather than simply historical craft objects. Their importance lies not only in their visual appearance but also in the knowledge, skills, stories, and social practices associated with their production. Pakistani textile traditions have historically been developed through generations of artisan knowledge, with particular techniques becoming strongly associated with specific regions and communities. Consequently, the incorporation of these textiles into contemporary fashion can help maintain cultural visibility while allowing traditional practices to respond to changing lifestyles and markets. Huang, B., Huang, Q., Junejo, S. A., Wang, R., Yin, C., & Yang, L. (2026). Explained that Recent scholarship on Pakistani textile heritage emphasizes that traditional crafts can remain economically and culturally relevant when artisans and designers experiment with contemporary applications. Research on Ajrak, for example,



identifies it as a significant cultural and artistic legacy of Sindh while noting that artisans are adapting designs, layouts, colors, and materials to respond to modern demands. This demonstrates that cultural preservation does not necessarily require traditional textiles remain unchanged; rather, controlled innovation can help sustain their relevance. (ResearchGate)

Ajrak and Contemporary Fashion

Among Pakistan's traditional textiles, Ajrak is particularly important because of its distinctive geometric patterns, repeated motifs, rich colors, and labor-intensive block-printing process. Traditionally associated with Sindhi cultural identity, Ajrak has historically been used as a shawl, turban, ceremonial textile, and everyday clothing accessory. Contemporary fashion has expanded its application into dresses, shirts, scarves, jackets, accessories, and other modern products Mishra, K. A., & Sethi, K. K. (2025).explains that .The transformation of Ajrak demonstrates how traditional surface design can be adapted to contemporary fashion without completely eliminating its cultural identity. Designers can retain characteristic motifs and color relationships while changing the scale of patterns, fabric types, garment structures, and methods of application. This process allows Ajrak to communicate cultural heritage to younger consumers who may prefer modern silhouettes rather than conventional traditional garments. Recent literature also emphasizes that innovation in Ajrak production is important for maintaining its economic viability, cultural significance, and recognition in wider markets. (ResearchGate)

Rilli/Ralli and Fashion Innovation

Another significant Pakistani textile tradition is Sindhi Rilli/Ralli, a form of patchwork traditionally produced primarily by women in Sindh. Ralli commonly involves arranging and stitching pieces of fabric into geometric compositions and has historically been used for quilts and household decoration. Its colorful patterns and distinctive construction provide considerable potential for contemporary fashion applications.Zhou and Sethi's recent study provides particularly relevant evidence for this transformation. Their research examines how traditional Sindhi Ralli can be incorporated into contemporary clothing through upcycling. Instead of restricting Ralli to quilts and household products, the researchers demonstrate its transformation into wearable garments by combining existing Ralli textiles with second-hand clothing. The approach simultaneously addresses textile waste, cultural preservation, and fashion innovation. (Taylor & Francis Online) Mishra, K. A., & Sethi, K. K. (2025).revealed that .This research is important for contemporary Pakistani fashion because it demonstrates that traditional textiles can contribute to sustainability as well as aesthetics. Rilli's patchwork structure naturally lends itself to reuse because existing textile pieces can be reconstructed into new fashion products. Consequently, traditional craft techniques can become part of a circular fashion approach in which materials are extended beyond their original lifespan.



Traditional Textiles and Sustainable Fashion

Sustainability has become one of the major concerns of contemporary fashion research, particularly because conventional fashion production can generate significant textile waste and environmental pressures. Qureshi, S., Abbasi, W. A., Ansari, M., Ahmed, R., Iqbal, M., Saiyed, H., ... & Quraishy, M. S. (2026). Elaborated on .Traditional Pakistani textile practices may provide alternative approaches because many are based on handcraft, small-scale production, material reuse, repair, and localized knowledge. The recent study by Zhou and Sethi demonstrates this relationship particularly clearly. Their research argues that upcycling traditional Ralli can reduce textile waste while creating new clothing products and simultaneously increasing the visibility and economic opportunities of indigenous craftsmanship. (Taylor & Francis Online) The study therefore suggests that traditional textiles should not be considered incompatible with modern fashion; instead, they can contribute to contemporary sustainability strategies.

Traditional Craftsmanship and Artisan Empowerment

Traditional textile production is closely connected with artisan communities. Embroidery, weaving, printing, patchwork, and other techniques require extensive practical knowledge that is often acquired through informal intergenerational learning. The survival of these techniques therefore depends on whether younger generations perceive textile craftsmanship as culturally meaningful and economically viable. Recent research on Ralli demonstrates that integrating traditional crafts into contemporary fashion can increase demand for indigenous craftsmanship and potentially create additional income and visibility for artisans. (Taylor & Francis Online) This relationship is particularly important in Pakistan, where many traditional textile techniques are practiced at community or household levels.

Fusion of Tradition and Modern Design

A central theme within the literature is the fusion of traditional textile aesthetics with contemporary design principles. Contemporary fashion does not necessarily reproduce traditional garments exactly. Instead, designers often extract particular elements from heritage textiles—such as motifs, embroidery, colors, surface patterns, or construction techniques—and integrate them into modern silhouettes. This fusion enables traditional textiles to remain relevant to contemporary consumers. For instance, traditional patchwork can be incorporated into modern jackets, bags, skirts, or coats, while traditional block-printing patterns can be applied to contemporary dresses, shirts, and accessories. Such approaches allow designers to preserve recognizable cultural references while responding to current preferences for comfort, functionality, and modern styling.

Digital Technology and Traditional Textile Design

Digital technology has also expanded the possibilities for incorporating traditional textiles into contemporary fashion. Designers can digitally manipulate traditional motifs, experiment



with color combinations, modify pattern scale, create digital prints, and visualize garments before production. Digital platforms can therefore facilitate experimentation while providing new ways of documenting and communicating traditional design knowledge. Shafiq, A., Aslam, R., Hashmi, A., Asghar, M., Batool, K., Tahir, R., ... & Jahan, S. (2025). This is particularly relevant to younger designers who may have limited direct access to traditional artisan communities. Digital documentation can help preserve motifs and techniques while making them accessible to fashion students and designers. However, technology should complement rather than replace traditional craftsmanship. The cultural and technical knowledge embedded within handmade textile production remains an essential part of the heritage value of these textiles.

Cultural Identity and Contemporary Pakistani Fashion

Traditional textiles also contribute to the development of a distinctive Pakistani fashion identity. In an increasingly globalized fashion industry, designers often seek visual characteristics that differentiate their work from international mass-market fashion. Pakistani textile traditions offer a rich source of such distinctive cultural elements. Ajrak patterns, Sindhi Rilli, Balochi embroidery, regional weaving, hand block printing, and other techniques provide recognizable visual languages that can communicate Pakistani identity. Contemporary fashion can therefore function as a form of cultural representation by presenting traditional textile aesthetics to national and international audiences. The revival of regional textile traditions in contemporary fashion has also been associated with increasing interest in heritage-inspired ready-to-wear and fusion fashion. Contemporary designers are adapting regional embroidery, block printing, and patchwork techniques to modern silhouettes, demonstrating that cultural heritage can remain commercially and aesthetically relevant. (Vogue Tidings)

Challenges in the Contemporary Use of Traditional Textiles

Despite their potential, the integration of traditional textiles into contemporary fashion presents several challenges. One major issue is commercialization. When traditional designs become popular in fashion markets, their cultural meanings may be reduced to decorative patterns. Designers may use traditional motifs without adequately recognizing the communities and artisans responsible for developing them. Another concern is authenticity. Excessive modification can potentially disconnect a textile from its cultural origins. Conversely, strict preservation without adaptation may make traditional textiles less attractive to contemporary consumers. Designers therefore need to establish a balance between cultural authenticity and creative innovation. Economic issues are also important. Traditional handcrafted textiles can require considerable time and labor, making them more expensive than mass-produced alternatives. If consumers prioritize low prices, artisans may struggle to compete with industrially manufactured products. Ethical pricing and fair compensation are consequently essential for ensuring that contemporary fashion contributes meaningfully to craft preservation.



Research Gap

The existing literature demonstrates considerable potential for traditional Pakistani textiles in contemporary fashion, particularly in relation to cultural preservation, sustainability, design innovation, and artisan empowerment. However, much of the recent research focuses on individual textile traditions, particularly Sindhi Rilli and Ajrak, rather than examining Pakistani traditional textiles collectively within contemporary fashion design. There is therefore a need for further research that examines how different Pakistani textile traditions are being transformed into contemporary fashion products and how designers negotiate the relationship between heritage and modernity. Further investigation is also required into consumer perceptions, artisan participation, cultural authenticity, sustainable production, and the commercial potential of heritage-based fashion.

METHODOLOGY

This study will adopt a qualitative research approach to explore the role of traditional Pakistani textiles in contemporary fashion design. A qualitative approach is appropriate because the study focuses on understanding the cultural meanings, design characteristics, traditional techniques, and contemporary interpretations of textiles such as Ajrak, Rilli, embroidery, hand-block printing, and traditional weaving. Recent research on Pakistani textile heritage has successfully used qualitative methods, including interviews, field observations, and document analysis, to investigate the transformation of Ajrak and Rilli into contemporary fashion. (Social Prism) The study will collect information from fashion designers, textile experts, artisans, and relevant academic sources. Semi-structured interviews and observations will be used to understand how traditional textile techniques and motifs are adapted to contemporary fashion. The research will also examine selected contemporary fashion designs to identify the ways in which traditional Pakistani textiles are incorporated into modern silhouettes, materials, colors, patterns, and surface designs. This approach is consistent with recent research showing that traditional textile heritage can be examined through artisan perspectives, designer practices, and visual analysis.

RESEARCH DESIGN

A qualitative multiple-case study design will be used for this research. The study will focus on selected traditional Pakistani textiles, particularly Ajrak and Rilli, as representative cases of Pakistani textile heritage. These cases will be examined in relation to their traditional production methods, cultural meanings, design elements, and contemporary fashion applications. A recent 2026 study similarly used a qualitative multiple-case study design to examine Ajrak and Rilli and collected data from artisans, fashion designers, and textile experts. (Social Prism) The research will also incorporate a design-based component through the visual examination of contemporary garments and textile designs. Mood boards, fashion illustrations, textile samples, motifs, patterns, and contemporary garment applications may be examined to identify how traditional elements are transformed into modern fashion. Recent research on Rilli and patchwork demonstrates the usefulness of design boards, digital mood



boards, fashion illustrations, and design development in studying the transformation of traditional textile practices.

DATA ANALYSIS

The collected qualitative data will be analyzed through thematic analysis. Interview transcripts, observation notes, and documentary/visual materials will first be organized and carefully reviewed. Relevant statements will then be coded according to recurring concepts related to traditional textile techniques, cultural identity, contemporary design adaptation, sustainability, innovation, artisan participation, and challenges of commercialization. The codes will subsequently be grouped into broader themes. Possible themes may include (1) cultural identity and heritage preservation, (2) adaptation of traditional motifs and techniques, (3) contemporary fashion innovation, (4) sustainability and upcycling, (5) artisan empowerment, and (6) challenges of authenticity and commercialization. Thematic analysis is particularly appropriate because recent research on Ajrak and Rilli used Braun and Clarke's thematic analysis to identify major themes concerning cultural memory, craft knowledge, material innovation, artisan collaboration, and sustainability. (Social Prism) Visual and design data will also be analyzed comparatively by examining motifs, colors, patterns, textile techniques, garment silhouettes, materials, and methods of incorporating traditional elements into contemporary fashion. The findings from interviews, observations, literature, and visual analysis will be compared through data triangulation to improve the credibility and depth of the research. This will help determine how traditional Pakistani textiles contribute to contemporary fashion design while maintaining cultural significance and supporting innovation and sustainability. (Social Prism)

FINDINGS

The findings of the study indicate that traditional Pakistani textiles play a significant role in contemporary fashion design by connecting cultural heritage with modern creativity. Textiles such as Ajrak and Rilli provide designers with distinctive motifs, patterns, colors, embroidery, printing, and patchwork techniques that can be incorporated into modern garments and accessories. Recent research shows that Ajrak has successfully moved from a traditional cultural textile into contemporary fashion, while digital design techniques have helped reinterpret Rilli and traditional patchwork for modern clothing. These adaptations demonstrate that traditional Pakistani textiles can preserve cultural identity while encouraging innovation and creating new fashion expressions. (Current Sign Review) The findings further reveal that traditional textiles have strong potential for sustainable fashion and artisan empowerment. Rilli patchwork can be upcycled into contemporary clothing, reducing textile waste while maintaining its cultural value and creating new opportunities for artisans. Similarly, recent research on Ajrak and Rilli shows that sustainable materials such as banana fibre can potentially be combined with traditional techniques, although technical compatibility must be considered. Overall, the study finds that the successful integration of traditional textiles into contemporary Pakistani fashion requires a balance between cultural



authenticity, modern design innovation, sustainability, and meaningful collaboration with traditional artisans.

CONCLUSION

The study concludes that traditional Pakistani textiles play a significant role in contemporary fashion design by connecting cultural heritage with modern creativity. Textiles such as Ajrak and Rilli provide designers with distinctive patterns, colors, techniques, and cultural meanings that can be transformed into modern garments and accessories. Recent research shows that these traditions can be successfully incorporated into contemporary silhouettes and digital design processes while maintaining their cultural identity. (Social Prism) Furthermore, traditional textiles offer important opportunities for sustainable fashion, artisan empowerment, and cultural preservation. The reuse of Rilli and the exploration of sustainable materials for Ajrak and Rilli demonstrate that heritage textiles can contribute to environmentally responsible fashion while creating new opportunities for traditional craftspeople. However, contemporary designers should maintain cultural authenticity, recognize artisan contributions, and balance innovation with respect for traditional knowledge. Overall, traditional Pakistani textiles should be viewed not only as symbols of the past but as valuable and evolving resources for the future of Pakistani fashion.

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