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## ABSTRACT

### TITLE:

Latest trends in bridal bed linen (branded) available at the different outlets in Karachi.

### OBJECTIVES:

Aims and objectives of conducting this research study are:

1. To find out the latest trends in bridal bed linen with reference to the fabric, design, color and decoration.
2. To find out the price range of different branded bridal bed linen available at the different outlets in Karachi.
3. To find out the most preferred brands by the customers.

### METHODOLOGY:

This research was conducted to get the views of salespersons regarding latest trends in bridal bed linen. In order to gain required data, five popular brands of bridal bed linen were chosen i.e. Bed & Bath, Bareeze, Ideas, Chenone, and Gul Ahmed and 25 outlets from these brands were selected. Interview-cum-questionnaire method was applied to collect the information. A pilot study had been carried out in three outlets to sort out the mistakes. The data entry was done on EPI data program and analyzed on SPSS.

### RESULTS:

Results of the study show that:

1. Cotton satin is the most preferable fabric among the customers.
2. Customers give priority to the plain fabrics and currently use floral designs placed in center only.
3. Most of the customers demanded bright colors and contrasting color schemes.
4. Machine embroidery with sequences is demanded by customers.
5. The costs of the bridal bed linen set started from RS 700 to RS 3600.
6. It was observed that BAREEZE is the most preferred brand among the customers