

SS 2024 explores the idea of metamorphosis through the lifecycle of a butterfly and the phases that it passes through to reach its ultimate form of beauty, flitting between wildflowers for only a few short moments. The collection features a mix of natural and sustainable materials adorned with glittering elements and metallic woodblock prints for wearable pieces that transform everyday into magic.























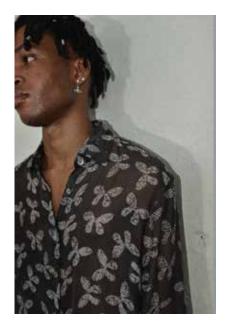




















































Kayal is a Pakistan-based concept space, housing a namesake ready-to-wear label along with a curated selection of contemporary objects. Our stores in Islamabad and Karachi blur the lines between commerce and art, inviting you to explore a fusion of fashion and culture.

Our focus as a ready-to-wear label is preserving fading indigenous crafts while creating high-value, sustainable clothing with a modern aesthetic. Inspired by the Himalayan foothills that surround us, our clothing uses woodblock printing to weave together mysticism, folklore as well as exotic flora and fauna into the fabric of our creations.