ÉLAN Lawn'25
WE ARE NOT TAKING EID ORDERS AFTER 20TH OF MAY
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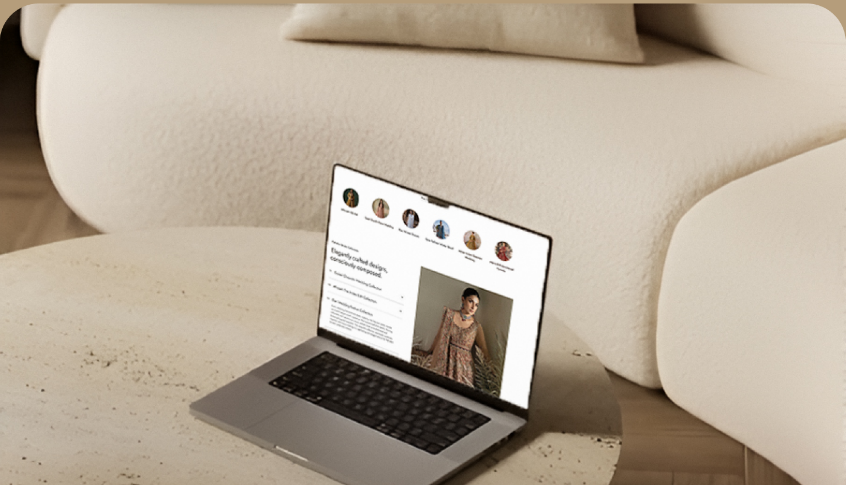
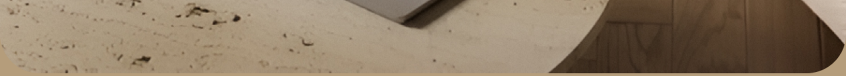
Hoorain Designer Wear

OVERVIEW

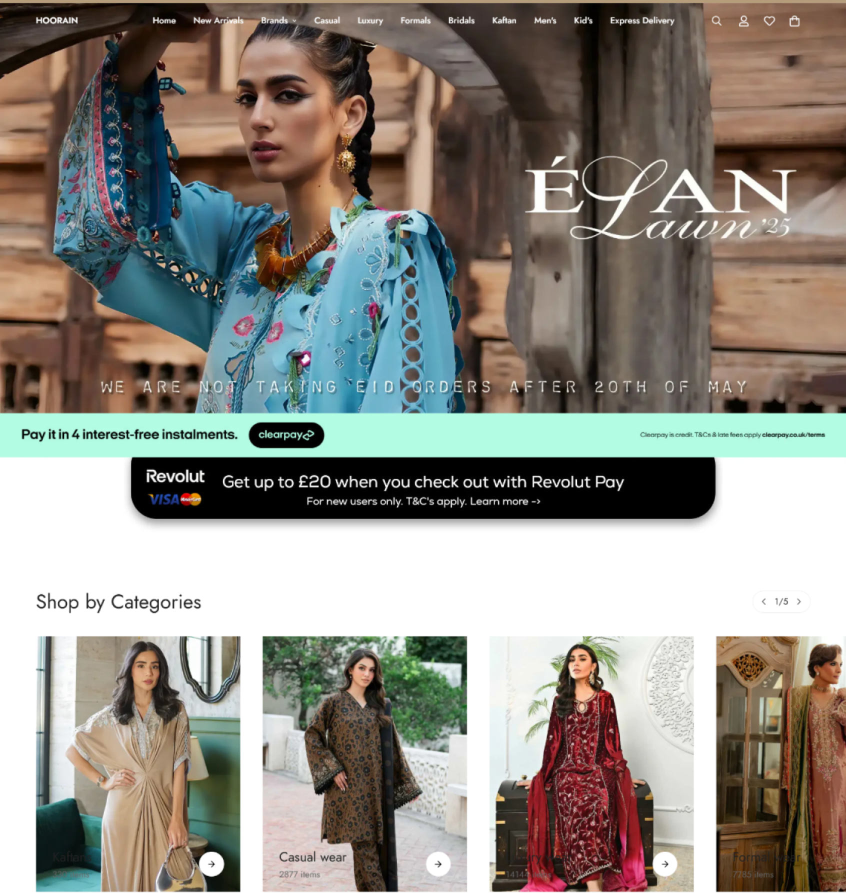
A premium e-commerce website redesign for Hoorain Designer Wear, showcasing Pakistani luxury fashion. The goal was to modernize the interface while preserving cultural aesthetics, improve user flow, and boost engagement across product categories.


Elegantly crafted designs, consciously composed.



OBJECTIVES

- Enhance overall usability and visual appeal.
- Simplify product discovery and filtering.
- Create a modern, clean layout that reflects Hoorain's premium positioning.
- Improve the shopping experience across various categories: New Arrivals, Formals, Menswear.


HOORAIN
Home
New Arrivals
Brands
Casual
Luxury
Formals
Bridals
Kaftan
Men's
Kid's
Express Delivery
ÉLAN
Lawn'25
clearpay
Revolut
VISA
1/5
Kaftans
330 items
Casual wear
2877 items
Luxury wear
14144 items
Formal wear
7785 items

WE ARE NOT TAKING EID ORDERS AFTER 20TH OF MAY

Pay it in 4 interest-free instalments.

Clearpay is credit. T&Cs & late fees apply clearpay.co.uk/terms

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Shop by Categories

You are in new arrivals ⌄

SAIRA SHAKIRA

Saira Shakira | Bloom Lawn 25 | SWEET OPEL 8-B

Rs.62,400.00 PKR

●

SAIRA SHAKIRA

Saira Shakira | Bloom Lawn 25 | CHLOE 3-A

Rs.62,400.00 PKR

●

Select options

SAIRA SHAKIRA

Saira Shakira | Bloom Lawn 25 | FAYE 7-B

Rs.62,400.00 PKR

●

SAIRA SHAKIRA

Saira Shakira | Bloom Lawn 25 | LOTUS REVERIE 4-B

Rs.62,400.00 PKR

●

Shop All Products

Buy Now Pay Later Premium Stitched Dresses Shipping Worldwide Buy Now Pay Later Premium Stitche

Living out every single day and be brave to show off your own true colors

Showcase your authentic self confidently in luxurious Pakistani Designer Dresses by Hoorain Designer Wear. Our premium Stitched Designers collection let you express individual style and heritage with grace, offering timeless elegance for any special occasion. Experience traditional Pakistani fashion with a modern twist from Hoorain Designer Wear.

Shop Collections

Afrozeh Silk Edit

Saad Shaikh Elana Wedding

Elan Winter Dresses

Sana Safinaz Winter Shawl

Akbar Aslam Deewani Wedding

Maria B Embroidered Formals

Pakistani Bridal Collections.

Elegantly crafted designs, consciously composed.

01. Gulaal Chaandni Wedding Collection →

02. Afrozeh The Brides Edit Collection →

03. Elan Wedding Festive Collection

Élan's Wedding Festive bridal dress collection for Pakistani ladies blends sun-kissed elegance with opulence. The hand-embellished details, flowing silhouette, and harmonious colour palette create a sophisticated and botanical-inspired ensemble. This exquisite collection seamlessly combines tradition with luxury, making it a captivating and elegant choice for Pakistani brides' celebratory events.

Happy Customers

‹ 1/6 ›

Zohra Batool
★★★★★
Love it so much
Second time ordering from Hoorain. The quality is amazing. The stitching is very efficient. I would definitely order from Hoorain again.

Shazia Hussain
★★★★★
Exactly like the picture
Really good service and excellent product exactly like the picture and even added the alterations that I asked for loved it will be ordering again.

Nazia Siddiqi
★★★★★
Stitched to perfection
Finally found a trustworthy website Alhamdulillah's.
looks absolutely stunning mashahAllah stitched to p

Follow us Instagram

Tag @hooraindesignerwear in your Instagram photos for a chance to be featured here.
Find more inspiration on our Instagram.

Shipping Worldwide
Free Shipping to UK Customers.

Premium Stitched
Style with Exquisite Stitched Designer Dresses.

Online Support
24 hours a day, 7 days a week

Flexible Payment
Pay with Multiple Credit Cards, Bye Now Pay Later.

Let's get in touch

Keep up to Date with Our New Collections and Exclusive Offers

Enter your email

Subscribe now

Company
- About us
- Contact us
- FAQs
- Blogs
- Size Guide

Quick link
- Stitching Policy
- Privacy Policy
- Shipping Policy
- Return Policy
- Terms of Service

Our store

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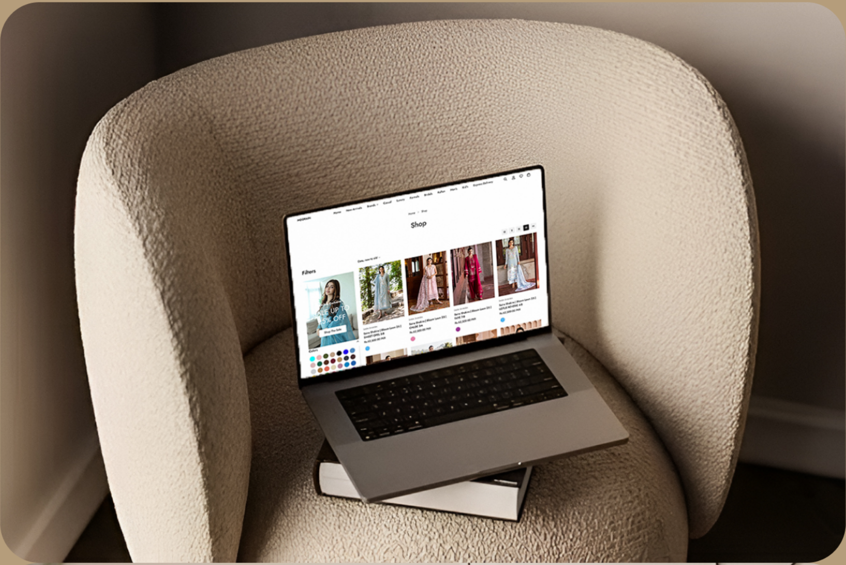
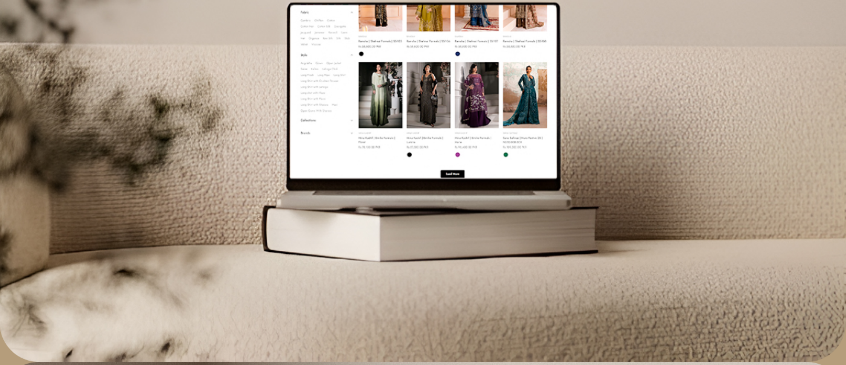
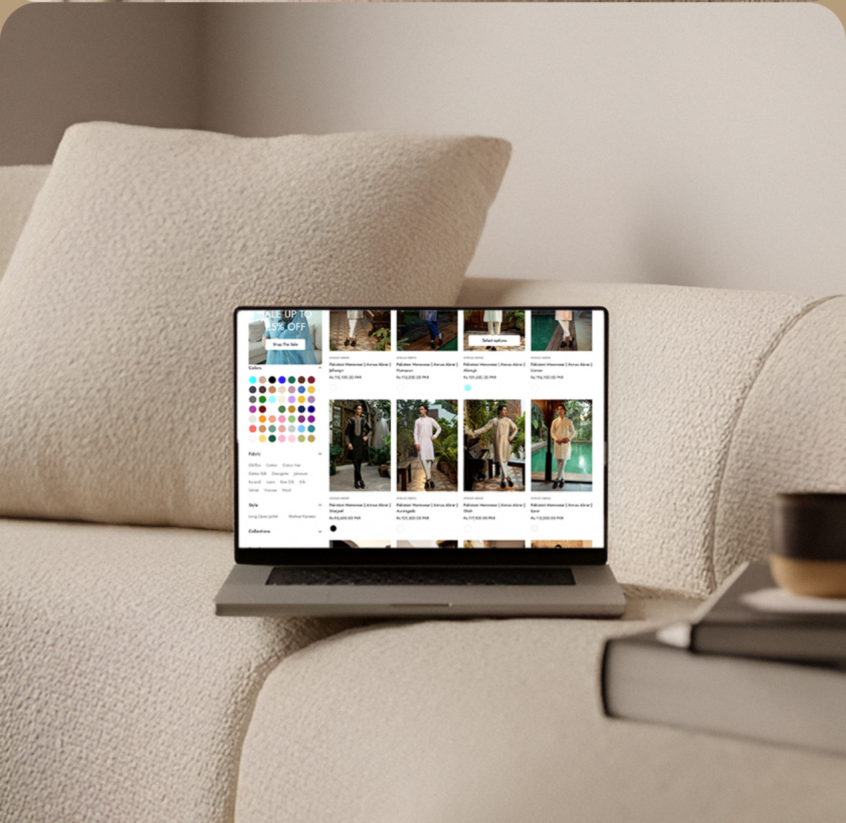
HERO SECTION + NAVIGATION

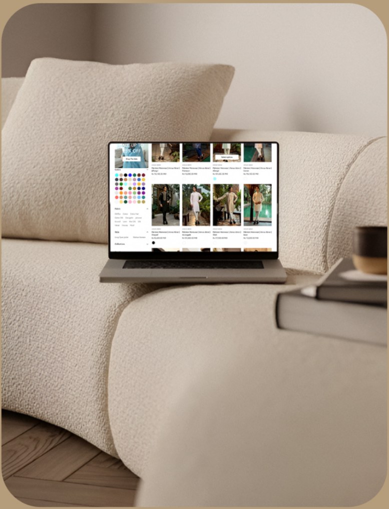
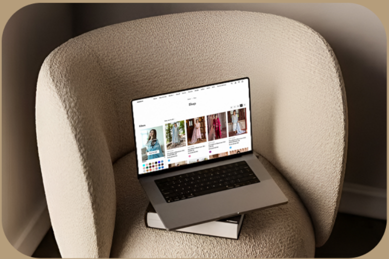
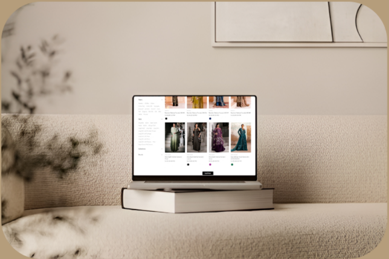
- Minimalist top nav with key categories: Casual, Luxury, Formals, Bridals, Kaftan, etc.
- Elegant hero banner showcasing Élan Lawn ’25
- Prominent promotional taglines and offer strips
- Clear CTAs like “Shop the Sale” and “New Arrivals”


Home
New Arrivals
Brands
Casual
Luxury
Formals
Bridals
Kaftan
Men's
Kid's
Express Delivery
Shop
Filters
Shop The Sale
Colors


Fabric
Style
Collections
Brands
Load More


SALE UP TO 25% OFF
Shop The Sale
Colors
Fabric
Style
Collections
Select options

FINAL THOUGHTS

This UI/UX redesign empowers Hoorain Designer Wear to deliver a premium yet intuitive shopping experience rooted in culture, elegance, and performance. Every scroll tells a story of fashion and heritage.