

THE PAKISTANI PARADIGM ON COTTON TRADE

Lecture by Shawana Khalil

Shawana Khalil is a PhD candidate in fashion at Università Iuav di Venezia and an Associate Professor in Fashion at Pakistan Institute of Fashion and Design (PIFD), Lahore (Pakistan). Her research explores the field of anthropometrics of South Asian females, focusing on historical and cultural influences on female body size and shape, the growth of textile and fashion sectors in Pakistan, pattern practices, apparel sizing, and fit issues faced by the local women's ready-to-wear industry. The lecture will reflect upon the evolution of textiles and fashion in Pakistan, especially related to cotton production and international trade and its global environmental impact.

introduced by **Alessandra Vaccari**

In the frame of the Fashion History and Theory course

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Cotonificio
auditorium
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