

Nafs unveils ‘Dua’ — a soulful celebration of love, prayer, and sacred beginnings

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Nafs’ latest collection, ‘Dua,’ is more than fashion — it’s a heartfelt expression of faith, love, and divine connection.

There are moments in life that feel guided by something higher — a prayer answered, a blessing received, a connection that defies explanation. It’s these sacred moments that inspired *Nafs* co-founders **Rizwan Shaikh** and **Shamsz Sayed** to create *Dua*, a collection that weaves spirituality and emotion into elegant silhouettes for both men and women.

“Following the success of *Aadam*, which marked our entry into occasionwear for men, *Dua* completes our story — both for him and her,” shares Rizwan.

Born from the belief that every creation is a silent prayer for new beginnings, *Dua* draws from the divine romance of **Prophet Adam and Bibi Hawwa**, celebrating love fulfilled through devotion and supplication. Shamsz explains,

“We wanted to portray prayer not just as words, but as a feeling — an emotion that connects us to something greater.”

While rooted in spirituality, *Dua* also celebrates joy — the kind found in **nikkahs, pheras, and festive gatherings**. Through subtle shimmer, intricate embroidery, and fluid silhouettes, the collection encapsulates elegance, nostalgia, and the warmth of shared traditions.

The campaign beautifully channels this spirit — vibrant, colourful, and deeply nostalgic, reminiscent of *festive family gatherings* and *old Lahore’s poetic charm*. Shamsz describes their muse as a symbol of eternal love,

“Our muse is like Heer-Ranjha or Zaroon and Kashaf — representing divine longing and soulful connection.”

For fabrics, the duo chose flowy and breathable materials like **chiffon, silk, handwoven chanderi, and tussar silk**, while the colour palette reflects serenity and devotion — **soft ivory, blush, muted gold, and pastels**, balanced with **sapphire and emerald jewel tones** for richness.

Each piece tells its own story — with **hand-embellished textures, layered drapes, and delicate embroidery** that highlight the artistry of Indian craftsmanship.

“For men, we’ve designed relaxed kurta sets, layered jackets, and sherwanis paired with dhotis — rooted in tradition, yet made for modern comfort,” says Shamsz. “Women can choose from saris, farshi salwars, and anarkalis, all styled with subtle contemporary touches.”

Dua stands as a poetic reminder that fashion, like faith, is deeply personal — a reflection of one’s inner grace and beauty.

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