The haves' love affair with La

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Society and 80
Dawn

LAHORE, Dec 30: Landa Bazaar, a darling of the have-lots, is fast becoming popular with shoppers from the upper class, thanks to growing inflation and high market prices of garments.

A number of shops, kiosks and wheel-barrows in the main Landa Bazaar at Naulakha in front of the Mayo Hospital, Old Anarkali, Ichhra and in other parts of the fast expanding Lahore offer a variety of warm clothes at prices far below than those of locally manufactured or imported.

Shopkeepers believe that high prices of garments in the market have diverted shoppers to the Landa Bazaar. They also link the reason for more clientele to winter.

There are mainly three categories of the Landa stuff — fine, better and cheap.

In the fine category, the superior quality stuff is sorted out from a lot and sent to New Anarkali and the Panorama centre. In some cases, outstanding quality stuff is dispatched to Fortress and Liberty markets. Refined in quality, none can judge the origin of the stuff that is sold in hundreds of thousands of rupees. It includes jackets, leather jackets, sweaters, bed sheets, shirts and shoes.

When this reporter asked some shoppers in these markets that they might be buying Landa stuff, they snobbishly shrugged off and said: "It is a nonsense."

In the second category, "better stuff" is sold at Old Anarkali, Ichhra, Muslim Town, Wahdat Road, New Campus at cheaper rates. Shopkeepers in these areas earn more than the rest of Landa stuff sellers.

They claim that the quality they offer is equally good to the new one. Noman, a shopkeeper in Old Anarkali, says tha at Rs tha

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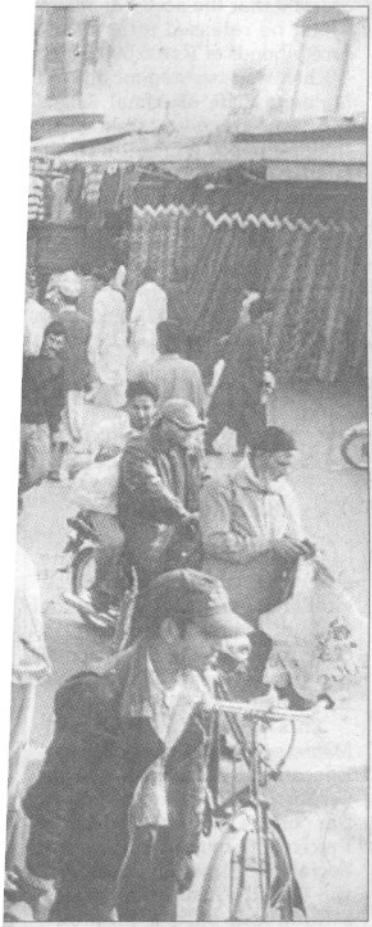
that a cot that is available here at Rs400 might be sold at Rs4,000 in the market. He says that they are well aware of the prices of English suits and their range.



Similarly, better quality jackets are available at Landa stalls at Rs100 to 250 which are far less than the actual market prices. Customers in these bazaars and stalls are mainly office going and students.

In the third and last category, cheap and worn-out garments are sold in the main Landa and shops around the Mayo Hospital.

CUSTOMERS' VIEWPOINT: Customers on the other hand are complainant of the "exploitative methods" of Landa shopkeepers. They say most of the shoppers are trained enough to sort out quality stuff but it takes sometime hours to make a good shopping.

A stall owner, Abdul Hameed, says that every customer looks for the better stuff. He says an average 200 customers visit his stall daily and they all look for the best "piece".

SHOE SHOPS: There is a sharp increase in the number of shoe shops in the main Landa. Variety of shoes from joggers to dress are available in abundance. The shoe prices vary from Rs50 to 300.

ANOTHER VIEWPOINT: Those who do not use Landa stuff say that it carries germs. However, no customer in the Lunda was found complaining about it. One of them said undergarments might carry some infection.