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There is still very little academic focus given to Pakistan's fast growing entertainment media sector including film and television. Out of the handful of works on the film industry, most have a somewhat historical focus and analysis of contemporary texts and their role in broader society is extremely limited. My work delves into this largely unexplored territory mostly by studying television drama but, in this case, turning to the film industry which is closely intertwined with the television industry in Pakistan in more ways than one. This paper in particular situates Pakistani film and its representations in a global context in terms of both space and content. It looks at multi-directional local-global flows and highlights the relevance of consumption and migration in the life of the urban Pakistani woman. The paper contributes to larger conversations on the Pakistani media industry, issues of gender, and ideological constructions of home, borders, and womanhood within Pakistani society.