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MAGICAL

A E S T H E T I C S

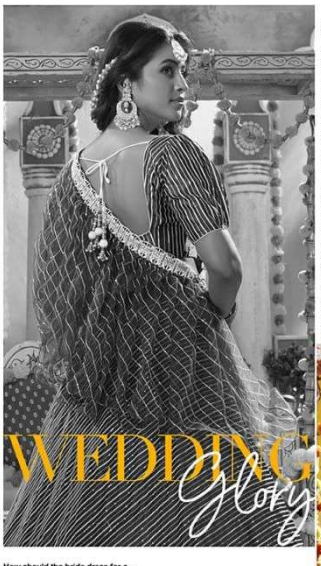
Like the first rays of summer caught in a bloom. Bright, soft, rich and touched with silver dust.
The ocean blue ensemble from this invokes the image of a sun-kissed bride walking down the sandy aisle on a virgin beach. Radiant, lively and resplendent – perfect for the destination wedding of a lifetime.

We love this ensemble because it perfectly brings out the fusion of old world aesthetic and modern sophistication that makes this outfit so unique. The lehenga and blouse are monochrome,
while the woven silver threads adds just the right hint of glamour. Paired with a soft net dupatta embellished with silver motifs and border, it's the perfect marriage of elegance and comfort.

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WEDDING Glory

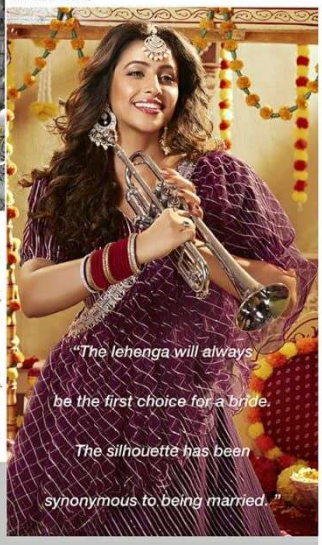
BRIDE'S CHECKLIST

What should be on the modern bride's checklist?
Flattering modern silhouettes in traditional textiles looks stunning and apart from red and pinks, fresh hues of green, blue and ivory are a must try.

What are the bridal myths we would like to bust?
As times evolve, your bridal colour palette isn't restricted to just traditional fail-safe options; allow your imagination to run wild and free. The quickest way to reinvent is to employ a unique colour combination. When you think of Indian bridalwear, the first thing that comes to mind is a red ensemble, but that isn't your only choice. Brides can experiment with unconventional hues such as pastels, turquoise, mauve, blue, ivory and green.

There pieces are modern heirloom. How do we preserve them for next generations?
The clock starts ticking on the longevity of your bridal threads immediately after the wedding. After the ceremony, it is of utmost importance to have your bridal outfit thoroughly dry-cleaned. Then wrap it in a piece of unbleached cotton cloth or muslin and preferably store the garments in a box made from acid-free materials.

How can a bride style distinct looks for different wedding events?
Engagement: begin the festivities with a voluminous anarkali and an ornate dupatta to make heads turn.
Mehendi: Tulle skirts paired with a wrap top or layered with a jacket are an ideal option, given the liveliness of this ceremony.
Sangeet: Shine under the spotlight in a bright-hued lehenga skirt paired with an embellished crop top.
Cocktail: Look to an elegantly embroidered ensemble to help you look effortlessly chick.
Wedding: A gorgeous lehenga set with intricate work details is an excellent candidate.
Reception: Wind up your nuptials in an ethnic, Indian-styled bridal ensemble. over the world. And as awareness and education around ethical and sustainable fashion continues to increase,



How should the bride dress for a...

Beach wedding: Think lightweight, breezy Indian outfits or long jackets paired with bohemian maxi skirts. Don't forget to swap your stilettos for embroidered flat footwear.

City wedding: Opt for a minimal chic aesthetic with lightweight lehengas paired with crop tops and embroidered dupattas or layer with a jacket that won't weigh you down.

Intimate wedding: This setting calls for comfort; a light, embroidered lehenga would be an ideal pick.

Cruise wedding: You can opt for an embroidered ensemble in light pastel tones, accessorised with floral jewellery-the right mix of modern and traditional.

Outdoor wedding: You'll find a winner in lightweight lehengas with floral and botanical motifs in muted tones of blush, sage, powder blue, yellow and pristine white.

Traditional wedding: Opt for easy elegance with red choli that can be paired with a flared embroidered lehenga and styled with a red net dupatta.

When that whirlwind romance finally comes along and sweeps you off your feet, you're going to want to be dressed impeccably for it! Love At First Sight by this holds the perfect pieces for when you find your perfect match.


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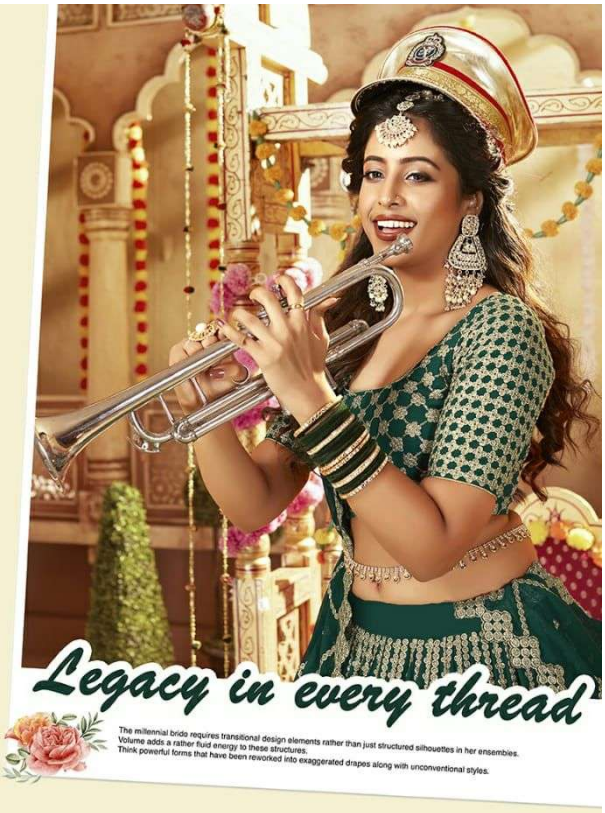
THE MILLENNIAL

BRIDE

Your dream-come-true wedding is incomplete without an equally dreamy outfit, whether it's for the big day or for the celebrations that lead up to it.




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"The outfit embodies everything you're : dreamy, elegant and a breath of fresh air!"


Legacy in every thread
The millennial bride requires transitional design elements rather than just structured silhouettes in her ensembles.
Volume adds a rather fluid energy to these structures.
Think powerful forms that have been reworked into exaggerated drapes along with unconventional styles.


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"The outfit embodies everything you're - dreamy, elegant and a breath of fresh air!"



THE WEDDING SPIRIT

Lush florals, pastel hues, fluid tailoring;
three things we're head over heels in love with! Here
are the outfits that features all of them, exquisitely.

In classic hues,
Opulent silhouettes,
And decadent spirit,
Transform yourself into
the timeless bride.
From moments of tender
love to free-spirited laughter
to peaceful solitude,
the ensembles of 'A Bridal Memoir'
Arya have been envisioned to
be exquisite companions to the bride,
in all the moments and
memories that matter.

Bridal Musings

A million feelings.
A thousand thoughts.
A hundred memories.
One special occasion.
This collection is an exploration
and celebration of the bonds
a bride forms throughout her life,
that make her
wedding truly magical.




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"Classic adorned with floral motifs,
a truly bridal dream."


THE NEW AGE Bride
A Bridal Dream! There's nothing that isn't absolutely awe-worthy about florals and pearls!
Kickstart your new beginning in one of this fabulously feminine masterpieces.



"Classic adorned with floral motifs,
a truly bridal dream!"





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Bridal fashion is about celebrating
our cultural heritage and our
INCREDIBLE TRADITION.

"The label this is an expression of true luxury
inspired by the Royals and colours that are truly bridal.
The collection is a must-have for any bride to-be this season."

120



120 "Featuring all-over embroidery and drool-worthy details, here's a lehenga that is topping our must-have list right now!

Wispy Wonders: Classics with a contemporary twist are always top picks!

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The softness of petals, the enchanting hues, the mesmerising textures and the spirit of bride - 'A Bridal Memoir' brings you timeless pieces that make the season's intimate feel a bit extra magical.



"Featuring all-over embroidery and drool-worthy details, here's a lehenga that is topping our must-have list right now!

D.NO.	Blouse Fabric	Lehenga Fabric	Dupatta Fabric	Description	Size	Rate
117	Devsena Satin	Devsena Satin With Embroidery Sequence Work, Heavy Quality Can-Can (4 mtr Flair)	Pure Butterfly Net (Cut 2.50 Mtr)	A Stunning Lehenga With Beautiful Embroidery Blouse, Heavy Dupatta, Designed Specially For Wedding Season And Party-Wear Function	Blouse Unstitched & Lehenga Semi-Stitched	3250/-
118	Real Fox Georgette	Fox Georgette With Embroidery Sequence Work, Heavy Quality Can-Can (3 mtr Flair)	Real Fox Georgette (Cut 2.50 Mtr)	A Stunning Lehenga With Beautiful Embroidery Blouse, Heavy Dupatta, Designed Specially For Wedding Season And Party-Wear Function	Blouse Unstitched & Lehenga Semi-Stitched	3895/-
119	Real Fox Georgette	Fox Georgette With Embroidery Sequence Work, Heavy Quality Can-Can (3.50 mtr Flair)	Real Fox Georgette (Cut 2.50 Mtr)	A Stunning Lehenga With Beautiful Embroidery Blouse, Heavy Dupatta, Designed Specially For Wedding Season And Party-Wear Function	Blouse Unstitched & Lehenga Semi-Stitched	4150/-
120	Real Fox Georgette	Fox Georgette With Embroidery Sequence Work, Heavy Quality Can-Can (3 mtr Flair)	Real Fox Georgette (Cut 2.50 Mtr)	A Stunning Lehenga With Beautiful Embroidery Blouse, Heavy Dupatta, Designed Specially For Wedding Season And Party-Wear Function	Blouse Unstitched & Lehenga Semi-Stitched	3695/-



The memories we make during a wedding carry a timeless quality. They shine bright and vibrant, illuminating even the bollest of days. They stand the test of time with effortless elegance. They make even the present feel extra special. Pastel rose hues with intricate artistry capture these sentiments in ***BRIDAL HUMOUR.***



D.NO:**117**



D.NO:**118**



D.NO:**119**



D.NO:**120**