

JOH RIVAAJ



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UNI VERS

Indian sari remains the traditional clothing of Indian women. Worn in varied styles, it is a long piece of flat cotton, silk or other fabric worn in different technique with different patterns. The sari has a lasting charm since it is not cut or tailored for a particular size. This graceful feminine attire can also be worn in several ways and its manner of wearing as well as its colour and texture are indicative of the status, age, occupation, region and religion of a woman.

Fashion plays an increasingly important role in an individual's life because it is considered as a means of self-expression. The garments and accessories women wear help them to identify with a group of others—whether it is a lifestyle, profession, a religion, or an attitude. Thus, the term *fashion* has become synonymous with the overall growth of the country, as well as



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EXCELLENCE





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Indian sari remains the traditional clothing of Indian women. Worn in varied styles, it is a long piece of flat cotton, silk or other fabric woven in different textures with different patterns. The sari has a lasting charm since it is not cut or tailored for a particular size. This graceful feminine attire can also be worn in several ways and its manner of wearing as well as its colour and texture are indicative of the status, age, occupation, region and religion of a woman. 'Looking good and dressing well is a necessity. Dressing is a way of life. Dressing is a matter of taste. Fashion is the style and custom prevalent at a given time. To some it is an art form, to others it is like a part of their culture and religion. Fashion can be used to serve as an extension of one's own personality or to disguise one's own true self.'

GLORIOUS





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Indian sari remains the tradition of clothing of Indian women. Worn in varied styles, it is a long piece of thin cotton, silk or other fabric woven in different textures with different patterns. The sari has a lasting charm since it is not cut or tailored for a particular size. This graceful feminine attire can also be worn in several ways and its colour and texture are indicative of the status, age, occupation, region and religion of a woman.

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