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— A STYLE FOR EVERY STORY —



The Mughal Empire's courts and the breeding grounds for fashion innovation, where intricate garments were created, and the fusion of Persian and Indian styles led to the birth of the 'salwar kameez'.

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F A S H I O N

TREND

MINT MOMENT

This gorgeous pastel hue brings a refreshing coolness to the scalding summer. Soft, feminine and delicate-mint steals the show when paired with neutrals, whites, mustards or even other pastels for a flirty look.

YOU ARE NOT
JUST A WOMAN

You are a fashion
magazine who
has an enviable
friend list.

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FLORIAN
Feminine
with all modern you can
celebrate you can



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The roots of the salwar kameez can be traced back to the Mughal era, a period of opulence and grandeur in India's history

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While the Mughals introduced many cultural elements, including architecture and cuisine, they also played a pivotal role in shaping the sub-continent's fashion landscape.

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FLORAL
Feminine
with a modern touch



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In the world of fashion, trends come and go, but certain clothing items stand the test of time, transcending generations and cultures

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The salwar kameez is one such ensemble that continues to captivate hearts with its unique blend of tradition, versatility, and style

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Originating from the Indian subcontinent, the salwar kameez has evolved over centuries, shaping and reflecting cultural diversity while maintaining its distinctive charm

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