





# THE HISTORY OF FASHION

is a history of people. During the past centuries, it was the couturiers and designers that laid the foundations of the modern fashion industry we know today. The liberation of women from constricted confinement, the creation of ready-to-wear clothing, logos, licensing, window displays, lifestyle brands, fashion shows, marketing and even protection of intellectual property rights, are each a direct result of the ingenuity, tenacity and creative genius of individuals who were in their lifetimes stylistic and societal visionaries.



# FLOREAL DREAMS

A Saree with an all-over floral print will give the wearer a unique look of class and elegance. A casual evening, or a formal day event, this saree will definitely help you make a statement.







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FADS AND FASHION ARE RELATED YET FUNDAMENTALLY DIFFERENT SOCIAL PHENOMENA. FASHION IS MORE IMPORTANT OF THE TWO. ITS GENERAL NATURE IS SUGGESTED BY THE CONTRASTING TERMS "IN FASHION" AND "OUTMODED." THESE TERMS SIGNIFY A CONTINUING PATTERN OF CHANGE IN WHICH CERTAIN SOCIAL FORMS ENJOY ONLY TO BE REPLACED BY OTHERS MORE AHEAD OF THE TIMES. THIS PARADE OF SOCIAL FORMS SETS FASHION APART FROM CUSTOM, WHICH IS TO BE SEEN AS ESTABLISHED AND FIXED. THE SOCIAL APPROBATION WITH WHICH FASHION IS INVESTED DOES NOT COME FROM ANY DEMONSTRATION OF UTILITY OR SUPERIOR MERIT, INSTEAD, IT IS A RESPONSE TO THE DIRECTION OF SENSITIVITIES AND TASTE.





## PASTEL ELEGANCE

On her very special day,  
she walks with all new  
appeal and attitude.  
Every one adores her for  
such distinctive charm.





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# CONTEMPORARY CLASS



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A BOUTIQUE COLLECTION

A Product by *Sheetal* Group

# Discovery





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