Watermelon™
Clothing



They are guided by the desire to attract the public attention to their creations, but this doesn't necessarily mean that they are intended to brighten up the everyday life of lay people. Fashion colors trends are an interesting aspect of general fashion trends It is not a rare occurrence when the whole city suddenly falls in love with a certain color.

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KISS MISS VOL.4

As it is hard for a human being to change his or herself, what is left is changing everything that is around. The most favorable ground for changes is the clothes. It is quite understandable why famous designers tend to give reign to their imagination and create clothes that look interesting but are hardly wearable.

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In some cases the fashion trends reflect the mood of the public in terms of popular clothes and accessories and in other cases fashion trends impose the changes in the public taste. Fashion trends in their essence predetermine their transitory character.

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The abundance of designer houses is a clear manifestation of the demand that the society provides for exclusive continually changing clothes styles.There is no wonder why the number of various fashion houses is so striking. The designers try to cater to every possible taste of the customers.



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