

JOH RIVAAJ

कढ़ाई
(THE EMBROIDERY) Vol-1



It is all about looking gorgeous and fashionable in effortless and comfortable sarees, we brought that comfort and fashion in our new collection



04





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GLIMMERING DROPS OF MAGIC

Some legends are from the world beyond. Others still are from this world. Be the other-worldly beauty and make the world gasp with your beauty and demeanor.



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Design is a constant challenge to balance comfort with ease, the practical with the desirable



09



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05 We're feeling beauty this winter with amazing design and pleasing colours promise to get us in the mood. In a single bound.





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She is not just a style icon, but an icon in every sense of the word. The royal crown on his turned her into a relatable herself



She is a Queen, her soul is Royalty





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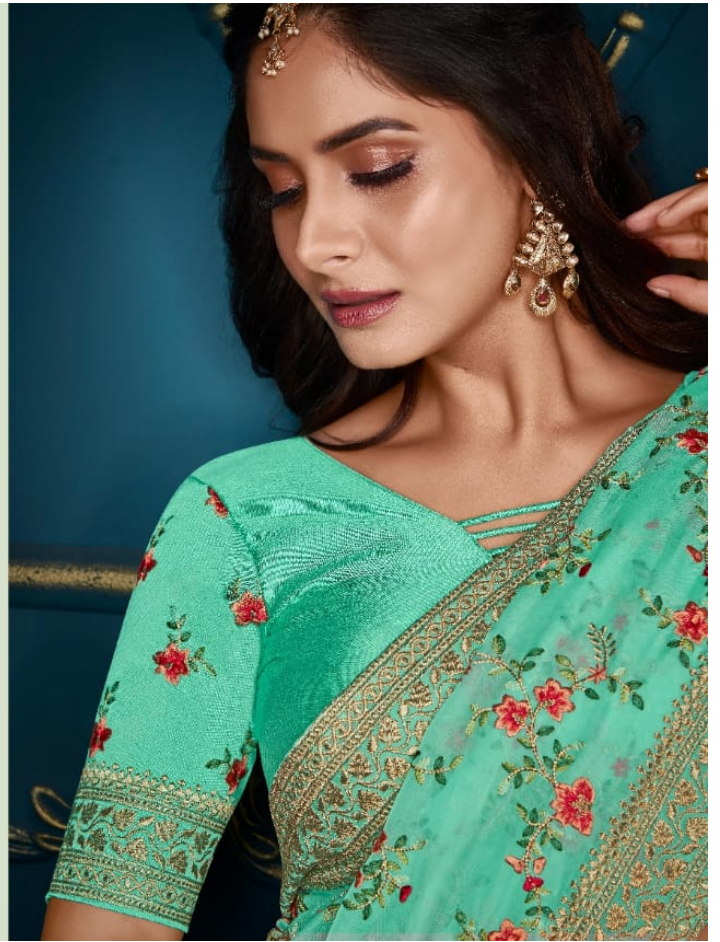


The collection speaks to the designer's signature understanding of contemporary style, yet made sure that, even though, it was simple. She is confident in the modernity that comes to wear these pieces.

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There is something about the saree that makes it a woman's best friend. It's elegant, it's classy, and it's always in style.

07



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SCULPTED
FROM
DINITY

The colour palette of our new collection is lively and vibrant, using a baseline blend of modern concepts combined with Indian culture, which keep the classic its young alive of Indian fashion.





JOH RIVA AJ



01 Luxury in each detail



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Elegance is the balance between proportion, emotion and surprise, we make clothes, women make fashion



A woman with dark hair pulled back, wearing a vibrant green saree with intricate gold and pink floral embroidery. She is adorned with large gold earrings, a matching bracelet, and a ring. The background features a dark blue wall with ornate gold patterns and a vertical gold and blue striped element on the left.

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