



# FLORET

VOL 1



VO  
GU  
E

*I don't believe in fashion I believe in costume. Life is too short to be same person every day.*

-2004



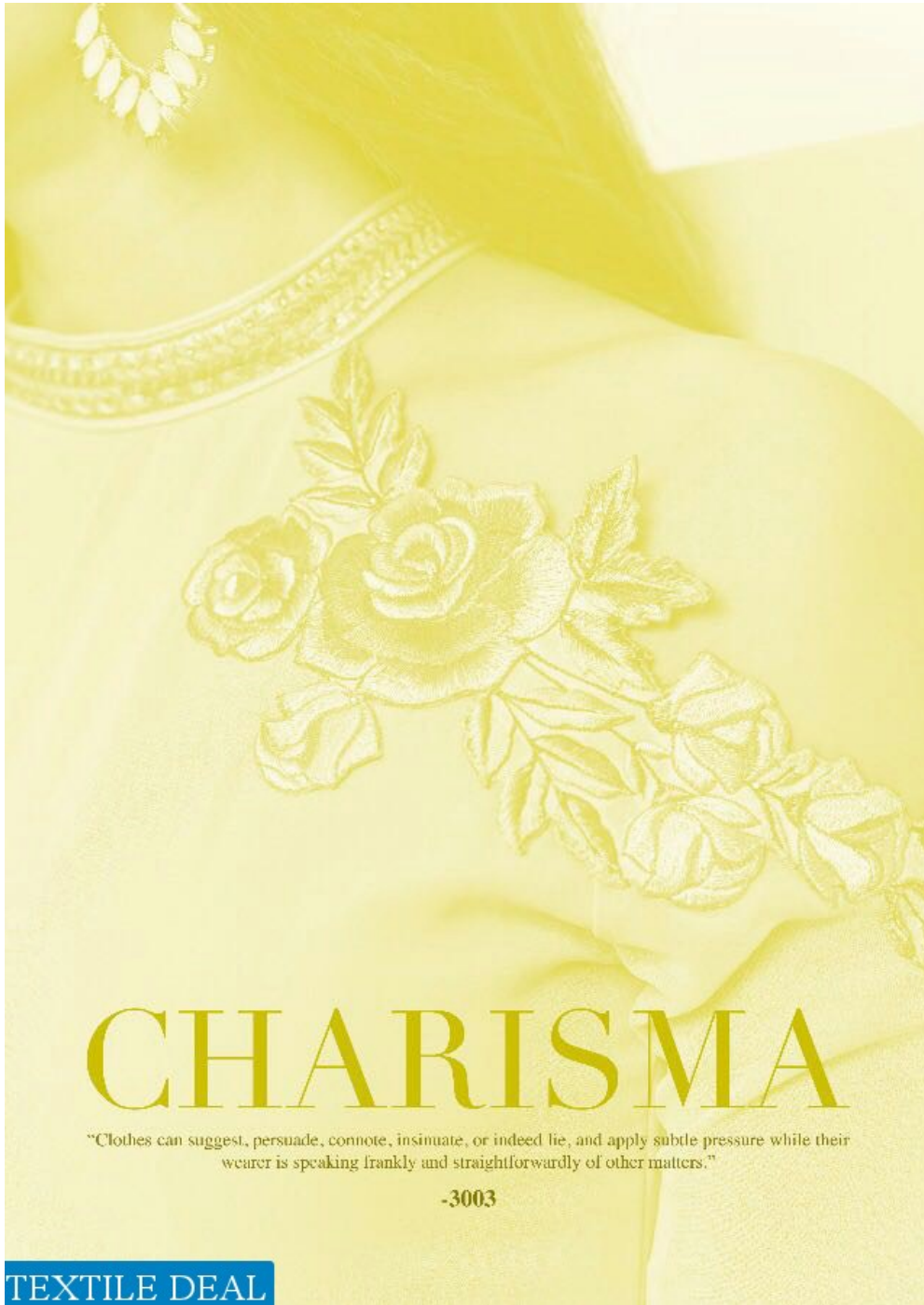
TEXTILE DEAL



# *Fashion* ORWARD



TEXTILE DEAL



# CHARISMA

"Clothes can suggest, persuade, connote, insinuate, or indeed lie, and apply subtle pressure while their wearer is speaking frankly and straightforwardly of other matters."

-3003

TEXTILE DEAL





WHERE  
THE  
WILD  
ARE

"If there's one shade a woman of colour can't wear it's got to be the one everyone expects, hasn't it?"

-2003

# W

## WILD'S STREAK

"But it was fantasy, and she knew it. It was her fantasy, and the fantasy of everyone else who would look at her and at her pictures; and it would stop being real the moment the man with the camera stopped clicking."

-2002



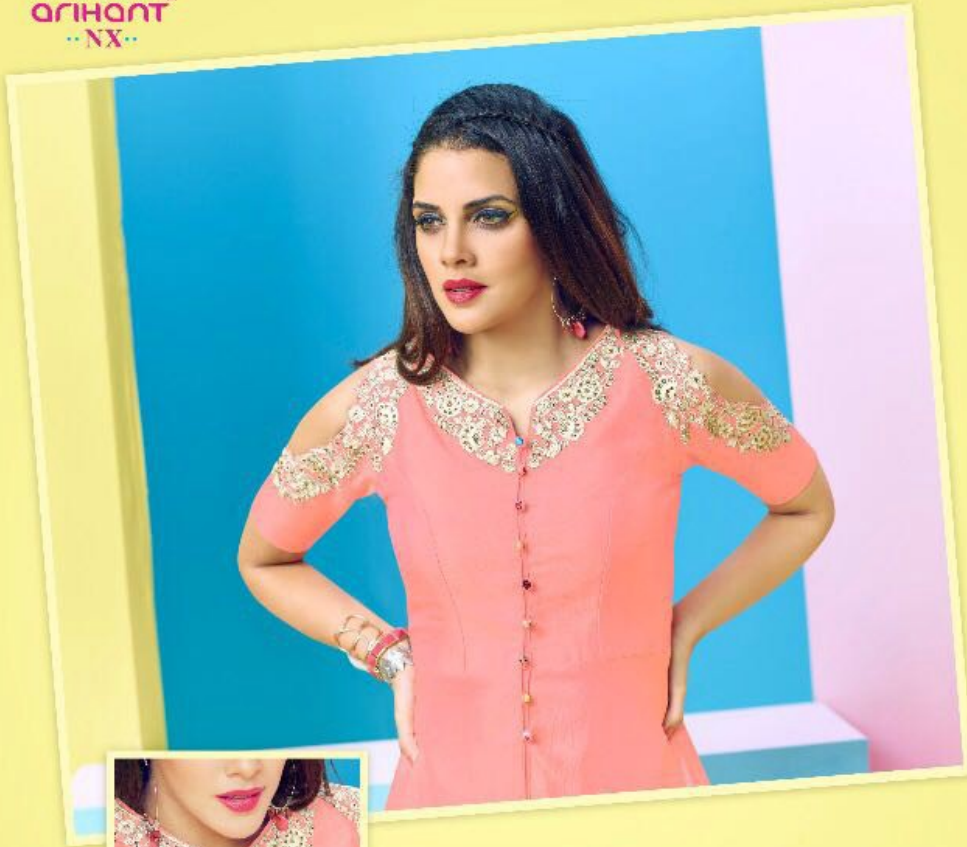
IN  
A  
L  
L

"Fashion has a right to exist, because it permits people to define themselves over and over again."

-2002

TEXTILE DEAL





# THE COLLECTION

"While clothes may not make the woman, they certainly have a strong effect on her self-confidence, which, I believe, does make the woman."

-2001

TEXTILE DEAL







# *MAKE DESIGN A FINE ART*

Fashion is more than just a designer's whim. Fashion is a reflection of a given time, socially, politically, economically, and artistically. The changing styles show just as much about history and the time period as any history book. It reflects on what people think, what they valued and how they lived. Fashion is a statement, a way of living. Fashion is used in different ways such as clothing, culture, religions etc. Clothes are not just for keeping warm!

TEXTILE DEAL

# ETHNIC CHIC

"Dress shabbily and they remember the dress; dress impeccably and they remember the woman."



TEXTILE DEAL



THE BEAUTY  
OF OUR HERITAGE

TEXTILE DEAL

# BLUSH NATURALLY

"Create your own style... let it be unique for  
yourself and yet identifiable for others."  
-2007



TEXTILE DEAL

  
ARIHANT™  
NX





# BEAUTY OF THE BEADS

"A beautiful dress may look beautiful on a hanger, but that means nothing. It must be seen on the shoulders, with the movement of the arms, the legs, and the waist."

-2006



TEXTILE DEAL



"WOMEN THINK OF ALL COLORS EXCEPT THE ABSENCE OF COLOR. I HAVE SAID THAT BLACK HAS IT ALL, WHITE TOO, THEIR BEAUTY IS ABSOLUTE. IT IS THE PERFECT HARMONY."





TEXTILE DEAL





2001



2002



2003



2004



2005



2006



2007



2008



# FLORET

VOL 1

TEXTILE DEAL

Photography Aziz Ajaney  
Styling Surekha Tai  
Hair Zeba Saikh  
Make-Up Harsh Pawar  
Featuring Nicci Nicol-Dimpal Sharma  
Design & Pre-Press Shyamal Design