

AB
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Sarika



VIRGIN

Pure, heavenly white
design by ALVEENA gently
crafted using the finest virgin
fabrics created to look perfect
and untouched for fashion to come

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I think fashion is repulsive. The whole idea that someone else can make clothing that is supposed to be in style and make other people look good is ridiculous. It sickens me to think that there is an industry that plays to the low self-esteem of the general public. I would like the fashion industry to collapse.



When you see a fashion show, you see those seven minutes of what was six months of tedious work of you know, going up an inch and down an inch, changing it from one shade of red to another shade of red, so it's the same as any creative process. The result is what we see, but the process is really labor intensive and work. Fashion has always been a repetition of ideas, but what makes it new is the makes it new is the way you put it together.



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Our elegant collection and
fashion patterns,
Define true
Quintessence in women

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you must dare to be different;
coz styling is always to be exclusive.
Differentiate yourself by jazzing up
with our designs

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COLOUR & CHARM

A floral design that is
attractive in all its unusual
yet entrancing state.
Its a season for standing out.

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CLASSY
IT'S IMPORTANT TO FIND WHAT
REALLY SUITS WHO YOU ARE
BECAUSE A STYLE ISN'T ONLY
WHAT YOU WEAR.IT'S WHAT
YOU PROJECT.

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LUCIOUS ART

Fashion is about dressing
according to What's
fashionable, style is more
about being yourself.



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