



ZOL  
VOL.



TEXTILE DEAL

# Z O R A

*I design for the woman I wanted to be, the woman I used to be and to some degree, the woman I'm still a little piece of.*



VOL-02



Kaka<sup>TM</sup>

A Division of Kalkatti India



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## GRATITUDE

Indian women love to dress up like princesses. In India, people still go to the market to buy fibres, garments are made-to-order, and friends come with you to the fittings. Your clothes conceal much of your beauty, yet they hide not the unbearably.

008

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## TRADITIONAL

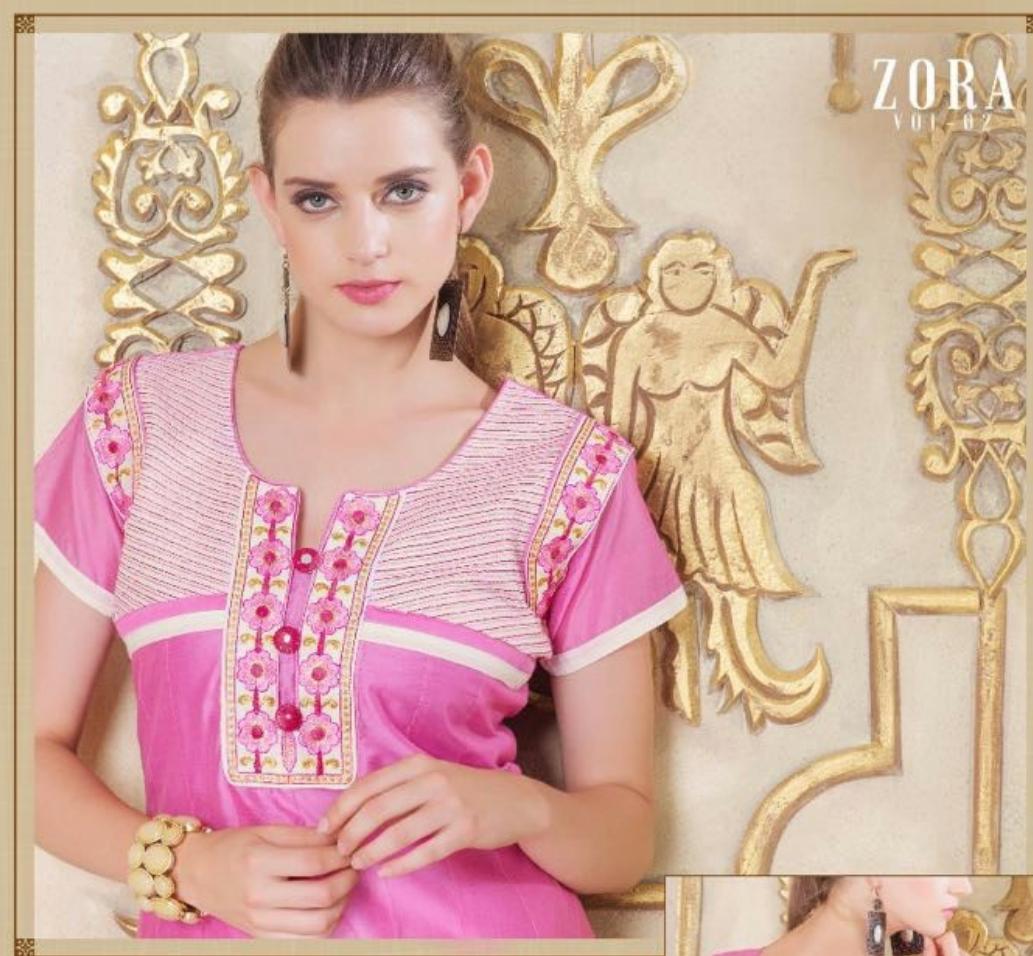
Woman for whom Buttons and Eliers are the norm, don't feel dressed without it. It's like going to the hairdresser's for them. Also, famously, Lipstick sales go up in a recession; you may not be able to afford the shoes and the dress but you are sure going to keep your lips pillow perfect. Quite source

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## A L I V E N E S S

You look... amazing!"

And I have to say, I agree. I'm wearing all black - but expensive black. The kind of deep, soft black that you fall into. A simple sheathless dress from Whistles, the highest of Henry Chev, a pair of stunning sugar crystal cartier earrings. And please don't ask how much it all cost, because that's irrelevant. This is investment shopping. The biggest investment of my life.

I haven't eaten anything all day so I'm nice and thin and for once my hair has fallen perfectly into shape. I

look... well, I've never looked better in my life.

But of course, looks are only part of the package, aren't they?

012





M E S M E R I C

Colorful garments - full gowns, kimonos, evening gowns - made from yards upon yards of iridescent silk or velvet. I own an uncountable number of such outfits and jump at the chance to wear them. Against the etiquette about which I am otherwise all too conscious, I frequently, and unrepeatedly, overdress for the occasion.

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001



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L I F E S T Y L E

I went to a fashion show, and this silver-haired guy was staring at me with those piercing water-blue eyes.  
It scared me because I absolutely saw and knew my entire future.

003

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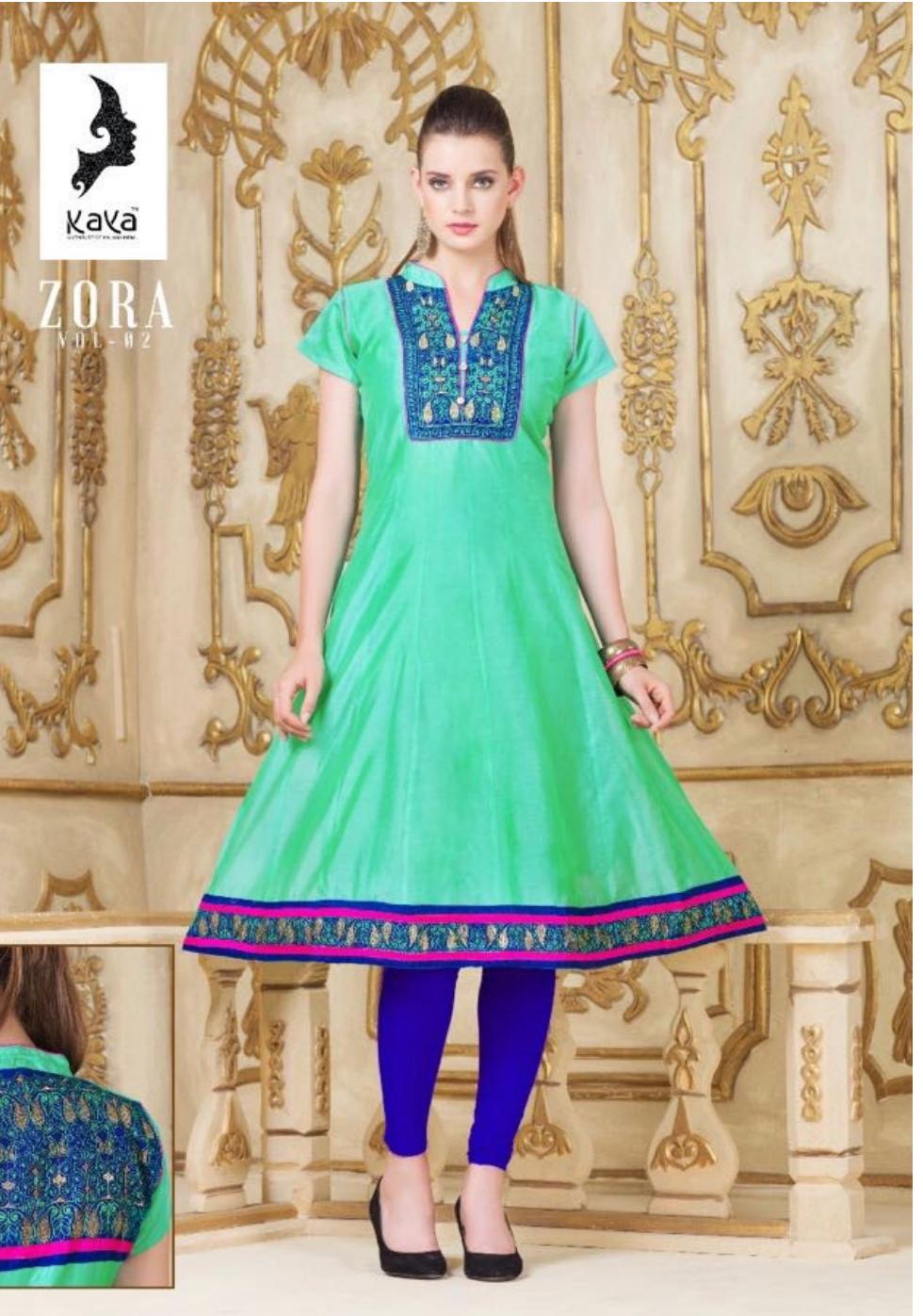
BOUNDL ESS

Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening.

004



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A close-up photograph of a woman's upper body. She is wearing a white top with orange floral embroidery on the shoulders and a vertical panel down the center. The top has short sleeves and a flared hem. She is wearing large, dark brown, teardrop-shaped earrings and a yellow beaded bracelet on her right wrist. Her arms are crossed. In the background, there is a catalog page with the word "MINDFULNESS" at the top, followed by a quote: "Beverages have to be created. And they're created by looking at what trend is in, say, the fashion industry - what color's hot right now." Below the quote is the number "011". To the right of the woman, the word "ZORA" is visible, along with a small logo of a stylized bird and the word "Kaka".

MINDFULNESS

Beverages have to be created.  
And they're created by looking at what trend is in, say,  
the fashion industry - what color's hot right now.

011

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### MEANINGFUL

Loud dress becomes offensive to people of taste, as evoking an undue desire to catch and impress the strained sensibilities of the vulgar.

007



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Fashion is what you're offered four times a year by designers. And style is what you choose.

009



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### DELIGHTFUL

Indeed, among the lesser necessities to success is love; an absence, the declining of an invitation to dinner, an unintentional, unconscious hardness are of more service than all the cosmetics and fine clothes in the world.

005

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## CONTRAST

Fashion is the abortive issue of vain ostentation and exclusive egotism...  
tied to no rule, and bound to conform to every whim of the minute.  
Wearing the finest attires is good only as they source the want of other  
means of obtaining deference.

006



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REFRESHING

I went to a feather show, and this silver-haired guy was staring  
at me with those piercing water-blue eyes.  
It scared me because I absolutely  
saw and knew my entire future.

010

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VH-02



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