

The increased demand for printed sarees in summer is due to the comfort & simplicity it offers while wearing. They are extremely easy to wear, easy to carry off and equally easy to wash and maintain. Apart from being extremely light and comfortable, casual printed sarees are quite convenient as one need not worry about the embellishments getting spoilt, special washing techniques etc. In comparison with the casual printed sarees of past that only contained dots or floral print patterns, today's latest & stylish printed sarees flaunt varied printed patterns that are new & latest in trend. These bright colorful casual sarees gives a cheerful & vivacious look just perfect for cooler summer



SIRIN



SI-15

TEXTILE DEAL





SI-09

Scarlet Women







SI-14

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Timeless Trendz



SI-16

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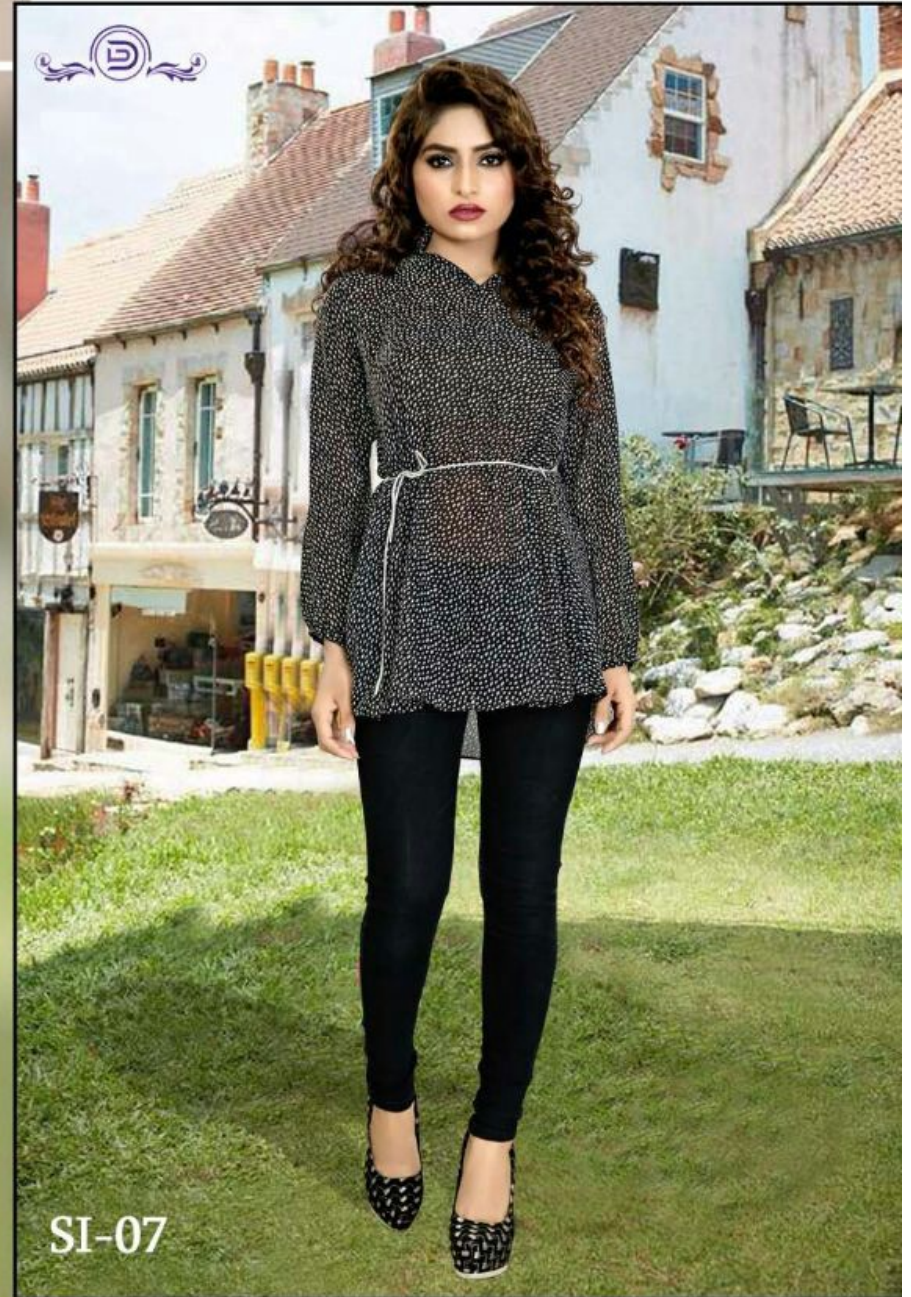


*Dying behind these tired eyes
I've been loosing sleep
Please come to me
Tonight*



princess

TEXTILE DEAL



SI-07

W O N D E R F U



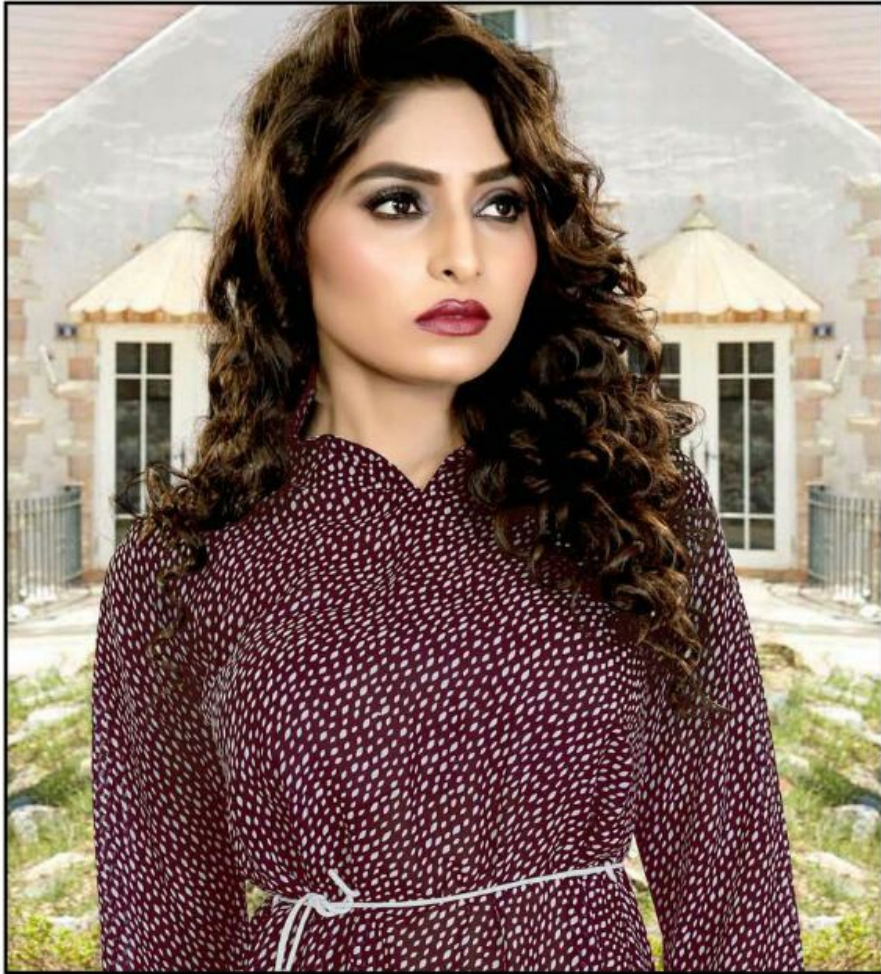
*Natya
Shastra*

In early Indian tradition and the Natya
Shastra (an ancient Indian treatise describ-
ing ancient dance and costumes), the name
of the Supreme Being is considered to be
the starting place of existence and creativi-
ty; hence the midriff is to be left uncov-
ered by the saree.

SI-11

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SI-13 **Bollywood**
Buzz
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