

**FIONISCE®**  
**Charmie**





FIONI<sup>®</sup>

# Everyday wardrobe

With this season's new philosophy, Fioni offers a one-of-a-kind collection with the endeavor to bring charm into our everyday wardrobes in the form of modern, stylish and comfortable clothing.



**FIONISCE®**  
**Charmie**



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A photograph of the same woman from a different angle, wearing the same maroon kurta. This time, she is paired with a green floral skirt. She is standing in the same setting with the white lattice wall. To the right, there is a large, stylized red vertical text "Setting Trends". Below this, there is a small illustration of a woman in a white dress holding a red rose, and some descriptive text.

This season is all about the most natural shade of the outfit. But you interpret the same thing very differently. A lot of people believe that power shoulders are yours, however our latest collection is all about power shoulders. In the end, you are your own trend.

D.No 1121



A photograph of the same woman from a slightly different angle, standing on a balcony with white columns. She is wearing the same black dress with the colorful print. She is leaning against a white railing, looking towards the camera. The background shows a bright outdoor area with trees and a building. On the right side of the image, there is promotional text and a sketch. The text "FIONI" is at the top, followed by "Express yourself" in large red letters, and "Anjali" in a stylized font below it. At the bottom right, there is a small sketch of a woman in a white dress with the number "DN 1127" next to it.



FIONI®

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# Relaxed clothing

The need for a day attire for the independent, strong and free-spirited women of today would be for an relaxed clothing that suits both the sense of style and also caters to the comfort factor. Endow your ethnic senses with this trendy range of everyday

DR No 1126



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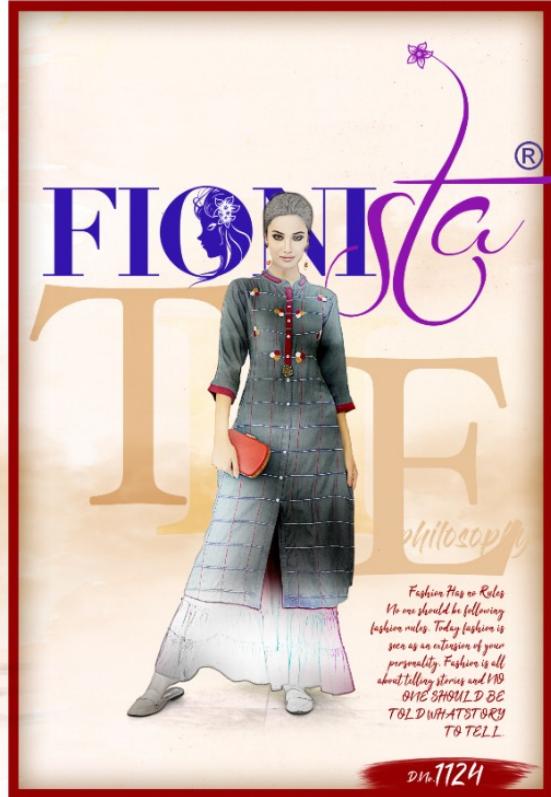
*Relaxed clothing*  
*Express yourself*  
*Relaxed clothing*  
*Express yourself*  
*Relaxed clothing*  
*Express yourself*

The ideal everyday attire for the independent, strong and fast-moving women of today would be for  
and relaxed clothing that suits both the sense of style and also caters to the comfort factor.  
Evoke your ethnic genes with this trendy range of everyday wear.



DR.1126





Stylish & Fashionable



FIONI®

Festivals are all about happy minds,  
flamboyant vibes and harmony;  
make them memorable  
with your outfit!

D No 1125



A composite image featuring a woman in a grey kurti, a fashion sketch of the same outfit, and a quote about fashion philosophy. The woman is standing in front of a white marble lattice screen, wearing a grey kurti with vertical white stripes and a maroon border at the hem. The kurti has a stand-up collar and a belt with gold-colored metallic studs. She is also wearing a maroon tiered skirt. She is holding a small, red, rectangular clutch bag. Her hair is pulled back, and she is wearing small, round earrings. To her left, there is a fashion sketch of the same outfit. To her right, there is a quote in a stylized font:

**FIONA**  
*The philosophy*

**FASHION HAS NO RULES**  
No one should be following fashion rules. Today fashion is seen as an extension of your personality.  
Fashion is all about telling stories and **NO ONE SHOULD BE TOLD WHAT STORY TO TELL**

**D.M. 1124**



A photograph of the same woman from a slightly different angle, sitting and looking towards the camera. She is wearing the same outfit. To her right, there is a graphic overlay. At the top right is the brand logo "FIONI G®". Below it is a large, stylized red word "Look". Underneath "Look" is a quote in a smaller font: "It is important to pay attention to what your outfit makes you feel. It is important to pay attention to detail and make every look count." At the bottom left of the graphic is the number "D.M. 1123". To the right of the quote is a small illustration of a woman in a white dress.



Dm 1122



You are not being fashionable/stylish  
till the time you are not seeing something with a unique perspective.  
**Stylish Fashionable**



DV 1123



**stylish & Fashionable**

**FIONI®**

You are not being fashionable  
stylish till the time  
you are not seeing  
something with a  
unique perspective.

DN 1122