





Subtle & Sophisticated to Smart & Sassy, S4U by SHIVALI is a polished iconic fashion brand for women of all ages. With the fusion of incredible patterns, fabrics and colours, S4U pays off as young yet world-class label.

S4U is a subsidiary brand of SHIVALI, founded by Mr. Shiv Kumar Gogia 30 years ago in Ahmedabad. It has been a front runner in the sphere of women's ethnic wear. A well respected & a well-known name, SHIVALI is loved by the heaps across the nation & abroad.

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