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welcome to paradise



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Fashion in India, a land rich in culture and tradition, has evolved through the centuries. This country, rich in culture, represents a kaleidoscope of changing trends and traditions.





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The evolution of fashion dates back to several hundred years, and as our attitude and culture change, fashion comes along with it.



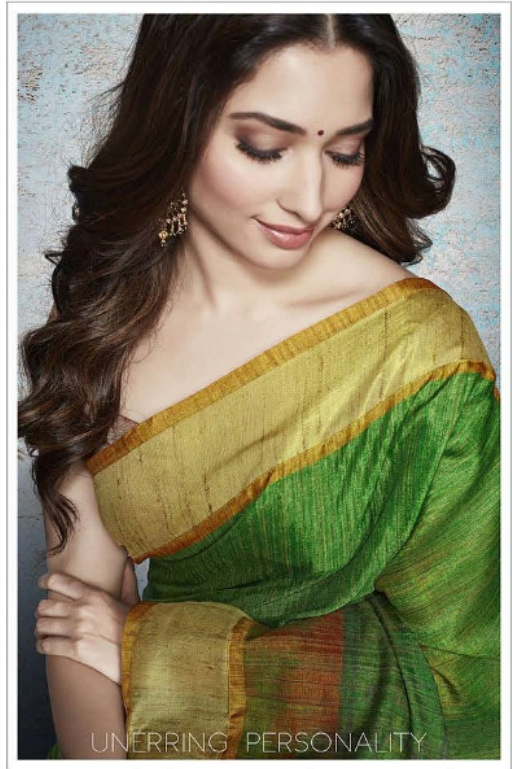
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Fashion not only highlights the social history and the needs of person but also the overall cultural aesthetic of the various periods.



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Every person nurtures an innate desire of looking good circle. The word fashion instantaneously brings  
to mind a flash of colour with a dash of glamour.





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Comparing the past and the present, fashion for  
people in India has changed over the decades.



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Fashion in India is a vibrant scene, a nascent industry and a colourful and glamorous world where designers and models start new trends every day.



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These creations are not just saris. They are a doorway to perfection. A ticket to a land where you are queen, and your admirers flock about you open mouthed, gasping at your beauty. This is Heaven, and you sit upon the throne here- the ruler of all the worlds.







Several factors contribute to the evolution of fashion as a whole. It is a widely accepted fact that the rich and the famous, and the political figures and royalty have always moved the seasonal trends of fashion.



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Fashion trends keep changing and most fashion divas and models are the one to make them.  
The youth is a major follower of fashion trends.



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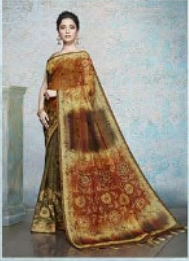
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Fashion plays an increasingly important role in an individual's life because it is considered as a means of self-expression.





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