

An advertisement for M KANAK featuring two women in sarees. The woman on the left is standing and wearing a light green saree with a floral and bird pattern. The woman on the right is sitting and wearing a pink saree with a similar floral and bird pattern. Both sarees have a shimmering border. The background is a modern interior with a staircase. The brand name 'M KANAK' is in the top right, and 'PUM PUM' is in a large font at the bottom.

M
KANAK

PUM PUM



IN THE 21ST CENTURY THE STYLE THEMES OF THE FASHION INDUSTRY EVOLVED FURTHER THAN THEY EVER DID, AND COURSE, NEW WAYS TO
 WEAR SAREES CAME BY THE THOUSANDS TO MEET VARIOUS TASTES AND PREFERENCES. IN THE 21ST CENTURY FASHION
 DID NOT ONLY MEAN FASHION AS IT USED TO BE, IT CAME TO MEAN A STATEMENT, AND THIS IS WHY WE PROBABLY SEE
 SO MANY DIFFERENT TYPES OF SAREES AND THIS REFLECTS A SOCIETY WHERE EVERYONE IS NOT AFRAID TO SAY WHAT THEY THINK,
 OR WHAT THEY WANT. FASHION IS NOT JUST A MEANS OF EXPRESSING YOURSELF, IT IS THE EXPRESSION OF YOUR PERSONALITY AND BELIEFS,
 AND DESIGNERS ARE WELL AWARE OF THE FACTS THEY HOLD, RESEARCH, PREDICTIONS AND TRENDS FOR THE COMING SEASON ARE MORE SOBERLY
 ILLUSTRATED THAN ANY OTHER REVOLUTION IN THE WORLD.

PUM PUM

1001





IN THE 21ST CENTURY THE STYLE TRENDS OF THE FASHION INDUSTRY EVOLVE THROUGHOUT THE WORLD MORE THAN THEY EVER DID AND CONTROL OF ONLY THE
 LADY WHO'S SURE BUT ALSO TRENDS TO HAVE MORE CONTROL, HER OWN PERSPECTIVE AND PEOPLE'S OVERALL ATTITUDE. IN THE 21ST CENTURY
 THE WAY WE DRESS HAS CHANGED AND IMPROVED. IT'S SHAPED BY THE SPIRIT OF A GENERATION AND THIS IS WHY WE'VE COME TO
 SEE FASHION AS MORE THAN JUST CLOTHING. IT'S A STATEMENT OF WHO WE ARE AND WHO WE WANT TO BE. IT'S A REFLECTION OF OUR
 CULTURE AND VALUES. FASHION IS NOT JUST A MEANS OF CLOTHING YOUR BODY, IT IS THE EXPRESSION OF YOUR PERSONALITY AND BELIEFS,
 AND DECISIONS ARE WELL WORTH THE TIME THEY TAKE. BECAUSE PROTECTION AND RESPECT FOR THE ENVIRONMENT ARE MORE IMPORTANT
 AND RELEVANT THAN ANY OTHER REVOLUTION IN THE WORLD.

PUM PUM

1002





IN THE 21ST CENTURY THE STYLE TRENDS OF THE FASHION INDUSTRY EVOLVED FURTHER THAN THEY EVER DID, AND CONCEPTS, NOT ONLY THE WAY WE DRESS BUT ALSO TRENDS IN HOW WE BEHAVE, HOW WE SCHEDULE OUR WORKING HOURS, STRUCTURE, IN THE END A LARGER PICTURE DID NOT ONLY WEAR PANTS AND T-SHIRT, IT SHOWED US THE WAY'S ATTITUDE IS A CONNECTION, AND THIS IS EVEN MORE PROMINENT IN OUR GENERATION, PEOPLE ARE MORE OPEN MINDING, AND THIS REFLECTS A SOCIETY'S EVOLUTION THAT IS NOT AFRAID TO TRY ANYTHING THAT THERE, OR WHAT THEY WANT, FASHION IS NOT JUST A MEANS OF EXPRESSING YOURSELF, IT IS THE EXPRESSION OF YOUR PERSONALITY AND BELIEFS, AND DESIGNERS ARE WELL AWARE OF THE FACTS THEY HOLD, RESEARCH, PREDICTIONS AND TRENDS FOR THE COMING SEASON, AND MORE VERY, ANTICIPATED THAT ANY OTHER REVOLUTION IN THE WORLD.

PUM PUM

1005





IN THE LAST CENTURY THE STYLE TRENDS OF THE FASHION INDUSTRY DOMINATE THROUGHOUT MORE THAN THEY EVER DID AND CONTROL OF ONLY THE
 LAST FASHION TRENDS BUT ALSO TRENDS IN HOW WE THINK, HOW WE FEEL AND HOW WE LIVE. IN THE 19TH CENTURY
 WE DID NOT HAVE FASHION AND TRADITION. IT WASN'T THE ONLY ATTITUDE OF A CIVILIZATION, AND THIS IS WHY WE WERE NOT THE
 ONLY FASHION TRENDS IN THE 19TH CENTURY. AND THIS REFLECTS A REVOLUTIONARY CHANGE THAT IS NOT APPEALING TO US BUT TO THE
 ORIGINATORS WHO WERE NOT JUST A FORM OF CLOTHING YOUR BODY. IT IS THE ASSURANCE OF YOUR PERSONALITY AND BELIEFS
 AND DECISIONS ARE WELL WORTH OF YOUR TIME AND EFFORTS. PROTECTORS AND DEFENDERS FOR THE CHANGING SEASON ARE WORTH
 APPRECIATING THAN ANY OTHER REVOLUTION IN THE WORLD.

PUM PUM

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