



STORY ABOUT INDIAN QUEEN
HOW DO YOU PERCEIVE FASHION IN
PEOPLE'S DAILY LIVES?
WHAT ARE TO TOP BAHARASI TRENDS
THIS SEASON

I find fashion versatile as we are trying to
homogenize individuals in an
attempt to expand our industry
to larger scale.
we think fashion's initial quest was to
create individualism, but right now it is
only bringing in homogeneity.

Indian tradition fashion is becoming
more mature and we are stepping into
big revolutions of going back to the
basics.

In India, for the a designer
to India to grow big in both areas
and overseas, the only route is
our culture.

we think the culture for
wearing sarees has grown extensively
over the past few years it's
become revolution right
now.

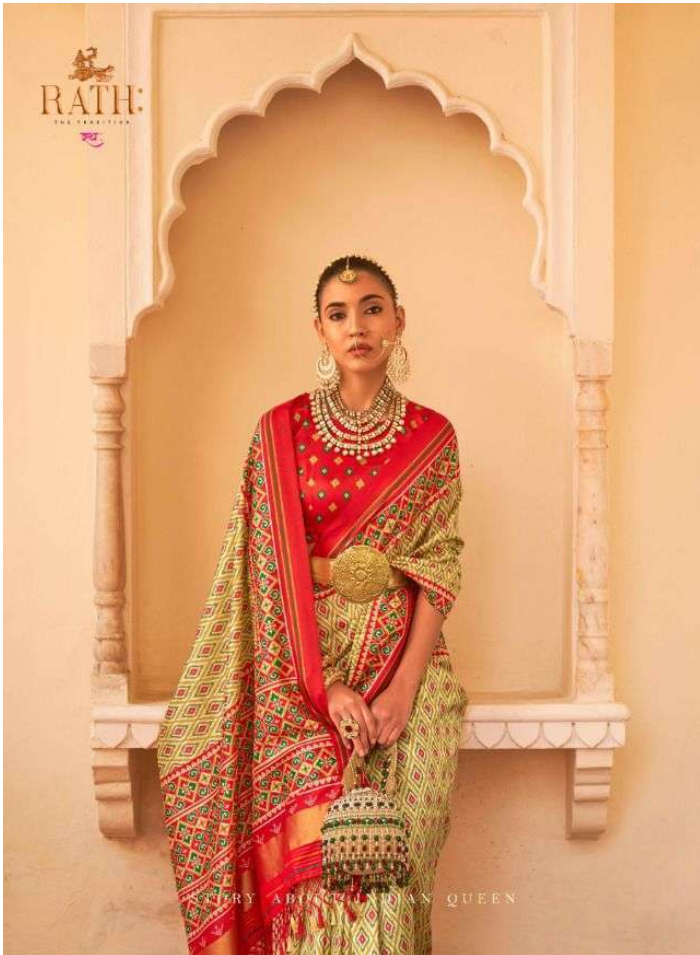


RATH:
THE TRADITION



STORIES ABOUT INDIAN WOMEN

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EVERY BODY IS A QUEEN



T-1048



RATHI
SARIS & ACCESSORIES

T-1041



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RATH
THE CLASSIC

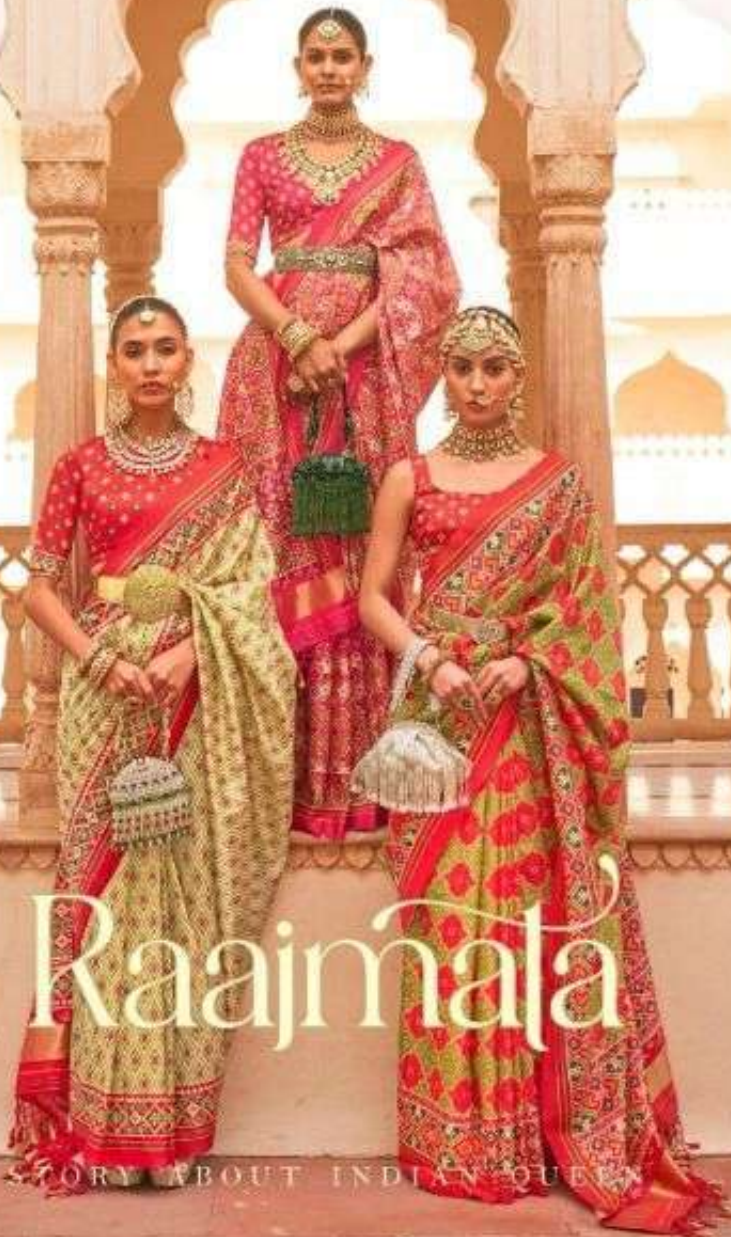
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RATH:

THE TRADITION

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Raajmata

STORY ABOUT INDIAN QUEEN



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RATH
THE INDIAN QUEEN

THE INDIAN QUEEN





STORY ABOUT INDIAN QUEENS
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I find fashion powerful as we are trying to homogenise individuals in an attempt to expand our industry to larger scale. we think fashion's initial quest was to create individualism, but right now it is only helping to homogenise.

Vijaya Ramesh

Indian traditional fashion is becoming more mature and we are stepping into big revolutions of going back to the basics.

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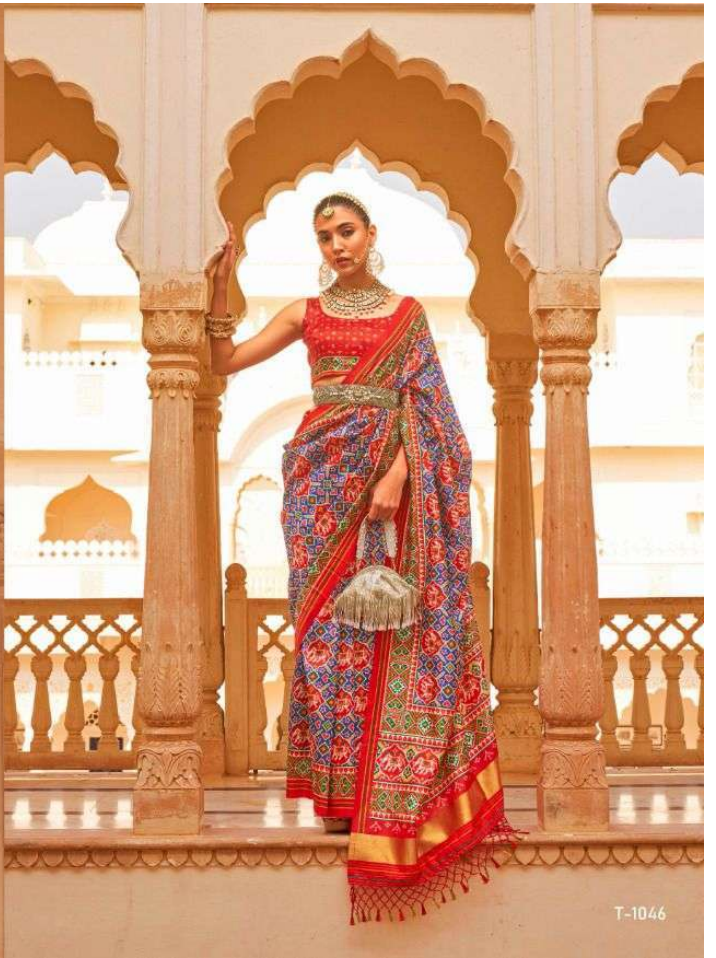
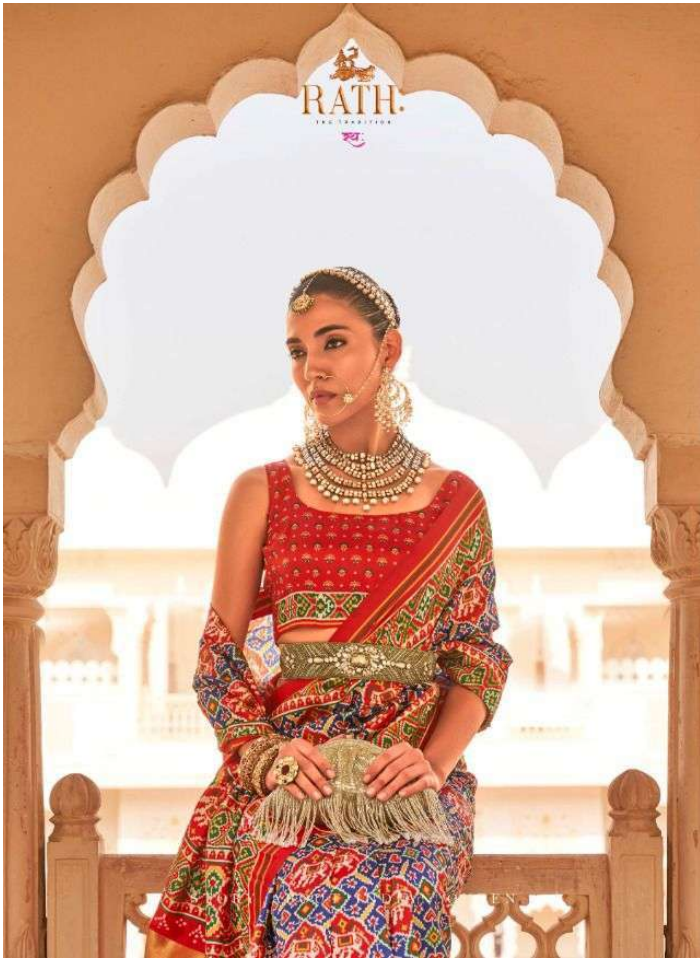
RATH:
 THE FASHION





RATI
THE SAREE STORE

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T-1041

T-1042



T-1046

T-1047

T-1048



T-1043

T-1044

T-1045

RATH:
THE TRADITION
Raajmata