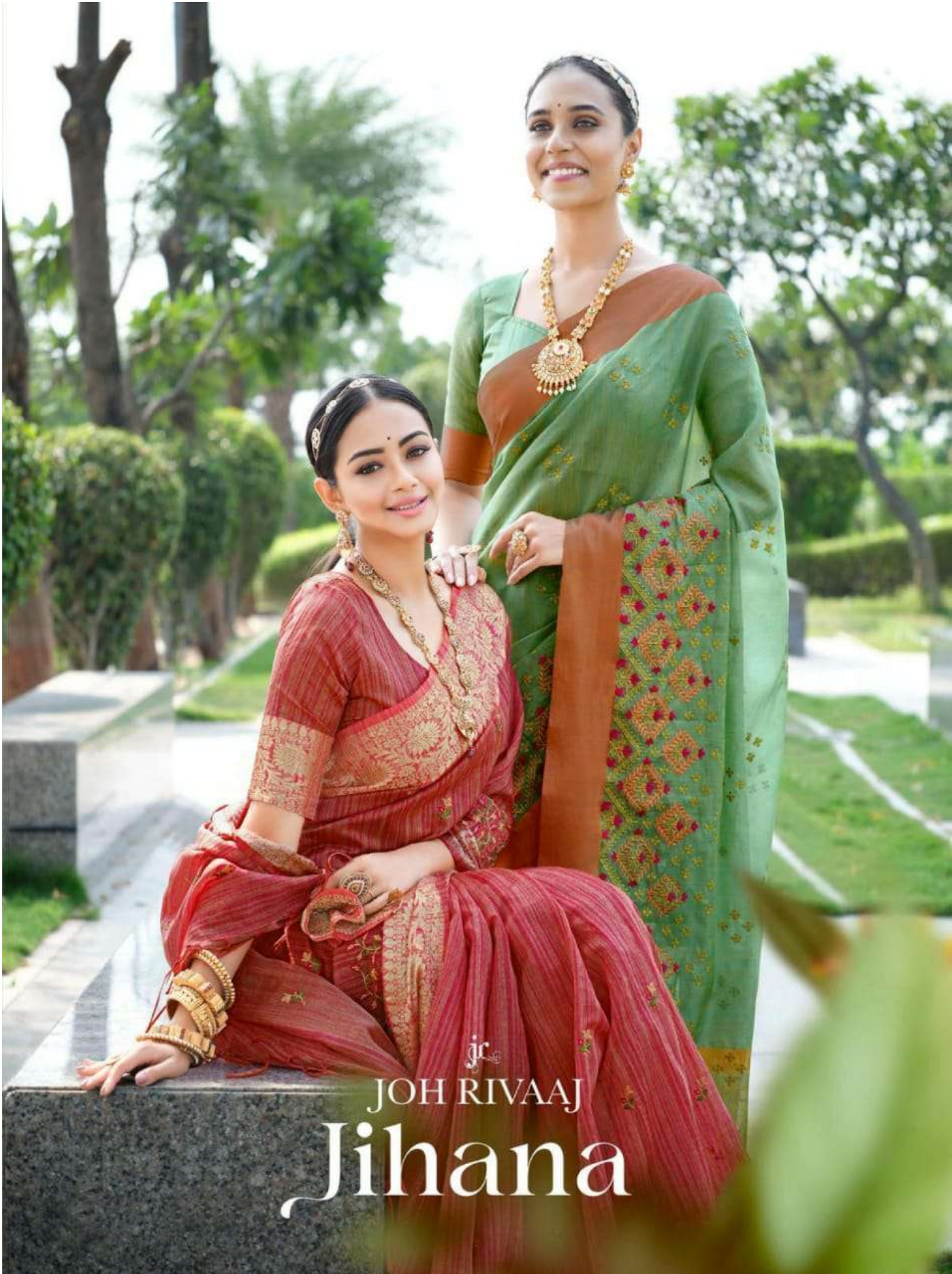


JOH RIVAAJ
Jihana



JOH RIVAAJ
Jihana





JOH RIVAAJ



Fashion plays an increasingly important role in an individual's life because it is considered as a means of self-expression. The garments and accessories women wear, help them to identify with a group of others whether it is a lifestyle, profession, a religion, or an attitude. Thus, the term fashion has become synonymous with the overall growth of the country as well.





JOH RIVAAJ



JOH RIVAAJ



TO
SPRING
TO
LIFE

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JOH RIVA AJ

Indian sari remains the traditional clothing of Indian women. Worn in varied styles, it is a long piece of flat cotton, silk or other fabric woven in different textures with different patterns. The sari has a lasting charm since it is not cut or tailored for a particular size. This graceful feminine attire can also be worn in several ways and its manner of wearing as well as its colour and texture are indicative of the status, age, occupation, region and religion of a woman.







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glorious

JOH RIVAAJ



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JOH RIVAAJ



Indian art is the soul and spirit of India. It is a rich heritage that has been passed down through generations. It is a reflection of the Indian way of life and its values. It is a source of pride and inspiration for the Indian people. It is a treasure that should be preserved and cherished for ever.

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JR
JOH RIVA AJ



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