



Ladies flavour®  
fashion is our attitude

# Parampara





EMOTION &  
GLAMORS

"What you wear is how you present yourself to the world, especially today, when human contacts are so quick. Fashion is instant language."



  
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SEASON OF THE  
COLLECTION







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"High and low isn't such a novelty thing, it's how young people interpret the life we've been given. It's how we look at luxury brands, it's how we look at heritage brands."

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# THE PASSIVE STYLE

"Fashion is very important.  
It is life-enhancing and, like  
everything that gives pleasure  
it is worth doing well."

  
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1004  




P A S S I O N



## Get's SPRING Ready

"I think our bodies are beautiful,  
and I think celebrating  
them and being comfortable  
in them—no matter  
what age you are—is important.  
There shouldn't be any kind of shame  
or discomfort around it."





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