



Ladies flavour®  
fashion is our attitude

# Parampara





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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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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."



  
*Ladies flavour*<sup>®</sup>  
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*Parampara*  
  
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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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1003



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1005  
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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."



# Parampara



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