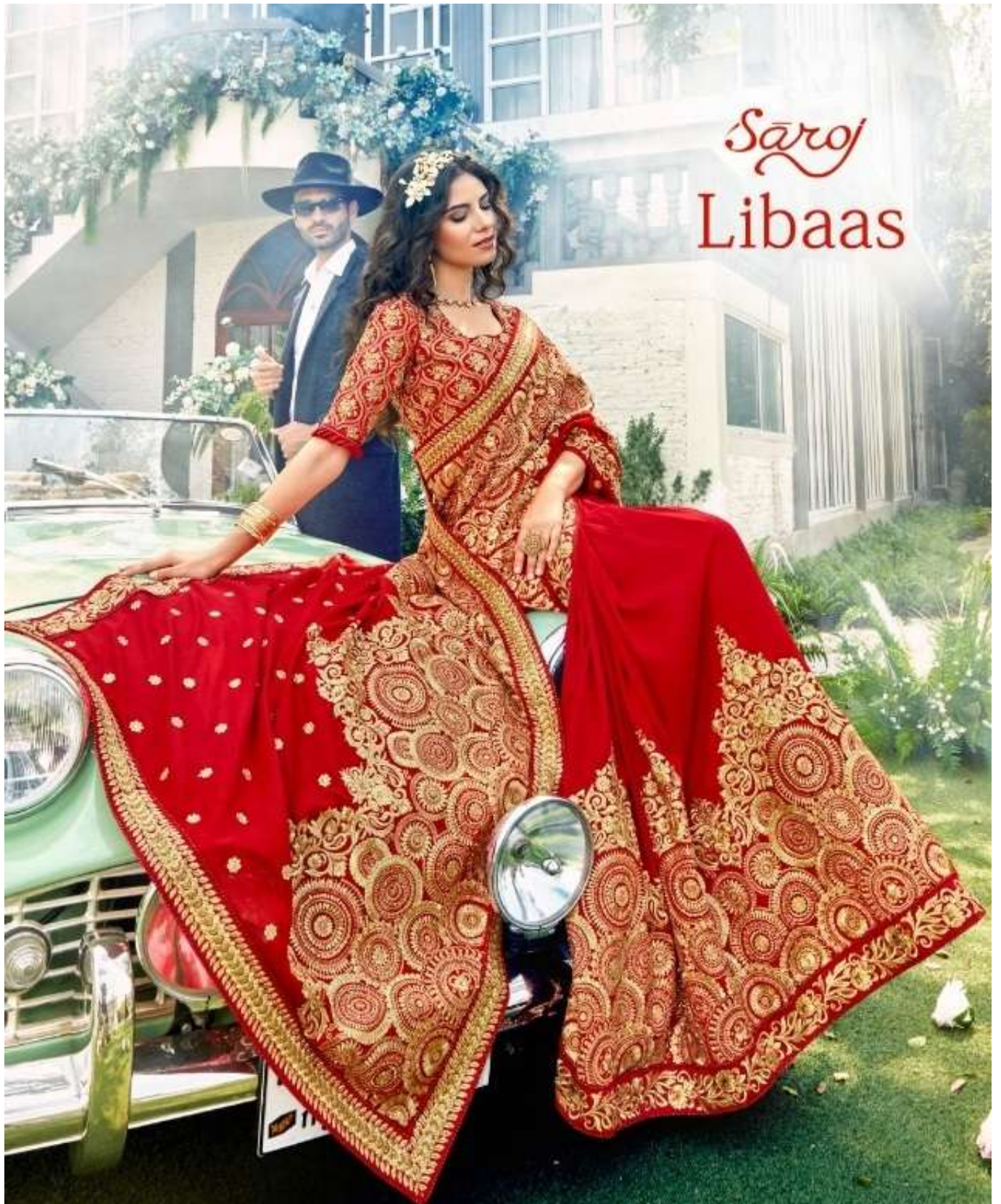


Saroj
Libaas





Sargol

FASHION AND FASHION ARE RELATED BUT DIFFERENT. FASHION IS A SOCIAL PHENOMENON. FASHION IS MORE IMPORTANT OF THE TWO. ITS GENERAL NATURE IS SUGGESTED BY THE CONTRASTING BEING "IN FASHION" AND "OUTMODDED". THESE TERMS USUALLY A CONTINUING ANTIPODE OF CHANGE. IN WHICH CERTAIN SOCIAL FORMS ENJOY TEND TO BE REPLACED BY OTHERS MORE AHEAD OF THE TIMES. THE PACE OF SOCIAL FORMS SETS FASHION AWAY FROM CLOTHES, WHICH IS TO BE SEEN AS ESTABLISHED AND RISE. THE SOCIAL ANTIPODE FROM WHICH FASHION IS INJECTED DOES NOT COME FROM ANY BOMBARDEMENT OF STYLE OR FASHION HERE. INSTEAD, IT IS A RESPONSE TO THE DIRECTION OF SENSITIVITIES AND TASTE.





THE HISTORY OF FASHION

is a history of people. Over the past centuries, it was the customers and designers that led the foundations of the modern fashion industry we know today. The liberation of women from corseted constraints, the creation of ready-to-wear clothing, logos, brands, creative directorships, lifestyle brands, fashion shows, marketing and even protection of intellectual property rights, are each a direct result of the ingenuity, bravery and creative genius of individuals who saw in their distinct style and second nature.

360001



Saroj



FASHION AND FASHION ARE RELATED YET RUN DIFFERENTLY DIFFERENT SOCIAL PHENOMENA. FASHION IS MORE IMPARTIAL OF THE TIME. ITS GENERAL NATURE IS SUGGESTED BY THE CONTRASTING TERMS "FASHION" AND "COUTURE". THESE TERMS DENOTE A CONTINUING PATTERN OF CHANGE IN WHICH CERTAIN SOCIAL FORMS ENJOY TOWNS TO BE REJECTED BY OTHERS MORE ABLEST OF THE TIME. THIS PARADE OF SOCIAL FORMS SETS FASHION AWAY FROM CLOTHING WHICH IS TO BE SEEN AS ESTABLISHED AND FIXED. THE SOCIAL APPROBATION WITH WHICH FASHION IS INVESTED DOES NOT COME FROM ANY MANIFESTATION OF UTILITY OR SUPERIOR MERIT. INSTEAD, IT IS A RESPONSE TO THE DIRECTION OF SENSITIVITY AND TASTE.

360004



Saroj
Libaas





FASHION GIRL

Saroj



FACTS AND FASHION ARE RELATED YET FUNDAMENTALLY DIFFERENT SOCIAL PHENOMENA. FASHION IS MORE IMPORTANT FOR TWO: ITS GENIAL NATURE IS SUGGESTED BY THE CONTRASTING TERMS IN FASHION AND "OUTMODED"; THESE TERMS SIGNIFY A CONTINUING ACTIVITY OF CHANGE, IN WHICH CURRENT SOCIAL FORMS ENJOY TENDENCY TO BE REPLACED BY OTHERS MORE ADEQUATE OF THE TIMES. THIS PARADOX OF SOCIAL FORMS SEEKS FASHION AMONG REVERENTLY, WHICH IS TO BE SEEN AS DEPENDENT AND FIXED. THE SOCIAL ANTI-TECHNIQUE WITH WHICH FASHION IS INVESTED DOES NOT COME FROM AN OVER-CONCENTRATION OF UTILITY OR SUPERIOR MODE, INSTEAD, IT IS A RESPONSE TO THE DIRECTION OF SOCIETIES AND SOCI-

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Sarg

DESIGNER ADDS DESIGN TO CLOTHES WITHOUT IT
IT'S LIKE A CHILD WITHOUT ITS MOTHER'S EMBROIDERY
COMBINE BOTH TO LOOK WORK TO NEW
STYLISH FASHION BY MAKE ALL CLASSIC

360003





Saroj

