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Clothing in India differs from state to state, religion to religion, and community to community. All the states of India have their own clothing style. Indian clothing can be broadly divided into two categories: traditional & formal wear. The formal clothing is very similar to the western wear while the traditional Indian clothing varies with region, religion and community.

The formal clothing consists mainly of shirts, trousers, skirts, and blazers. The casual wear is dominated by jeans and t-shirts. Formal and casual clothing is influenced by western culture. FCUK, DKNY, Guess and many more international brands have gained their market in India, as Indian women are becoming fashionable in terms of western standards. The IT boom and opening of many multinational companies in India has paved the way for western brands and western style of clothing. Jeans & T-shirts have captured their own market segments. The traditional or ethnic wear of India is very vast with options like saree, Lehenga & choli, Salwar kameez for woman and Sherwani, dhoti kurta for men.

Woman's Clothing:

Woman's traditional clothing has a vast range of clothing types as per local culture, religion and climate. Sarees, Lehenga & Choli, & Salwar Kameez play an integral part of the traditional clothing.

Sarees: The epitome of Indian culture, sarees come in different versions like Chanderi, Maheshwari, Kosa silk, Patolas, Kanchipuram, Kumbakonam, Pochampally, Gadwal, Sambalpuri, and the most popular Kanjeevaram and Banarasi silk sarees. Available in cotton, silk, tussar, crepe, and many more fabrics, these products come in different colors including bright colors like maroon, red, green, blue, magenta and simple colors like black and white. Sarees can be draped in different ways. The unstitched blouse pieces can be custom stitched as per customer's requirement. Customers can choose from a wide range of neck designs, hand styles, and sizes. Sarees are a preferred wear for festivals, special occasions, family functions, marriages, and other social and cultural gatherings.

Lehenga & Choli: Lehenga & Choli also known as Ghaghra choli or chaniya choli is the traditional clothing of women in Rajasthan and Gujarat. Off-late they have gained acceptance in all communities and religion. They are must have clothing for women from all over India. It is a combination outfit of Lehenga, choli, & duppata. Offered in fabrics like silk, cotton, georgette, crepe, net, satin, brocade, net, faux, tissue, laser, and chiffon, these can be worn for festivals like Diwali, Weddings, family functions, and other special events. They usually come in bright colors like maroon, red, blue, green, magenta, purple, beige, brown, turquoise, violet, and rust. Colors like white, orange, pink, light blue, light green, off white, golden, silver are the most happening color.

Salwar Kameez: Salwar Kameez is a very traditional, comfortable wear liked by people irrespective of their religion, age and shape. This is the most worn traditional dress by people across the country. They mostly come in cotton, silk, crepe, net, chiffon, georgette, brasso, brocade, satin, and many more. Products can be worn with artwork like zari, zardozi, embroidery, diamante work, beads embroidery work; kundan work, mirror work, sequins work, and abstract print. Simple cotton and silk salwar kameez are suitable for college goers and working professionals. Salwar Kameez can be worn for any type of festival, occasion, family function, or casually.

Men's Clothing:

Men's traditional clothes consist mainly of Sherwani and dhoti kurta. Sherwani is famous as Indian

bridegroom wear. Dhoti kurtas are very comfortable ethnic wear for men.

Sherwani: Associated mostly with weddings and special occasions, Sherwani signifies the rich traditional fashion style of India. Available in fabrics like cotton, tussar, silk, crepe and crepe, they often have style works like kundan, embroidery, cutdana, pearls, beads, zardozi, and stone work. All the detailed works and mass appeal make Sherwanis popular in international market.

Dhoti Kurta: The most famous traditional wear in India is the dhoti & kurtas. People in villages have a liking for this traditional wear. Mostly prepared from cotton and silk, dhotis are very simple and comfortable to wear. Paired with a kurta, dhotis are a must have clothing item in everyman's wardrobe. Off-white, yellow, and white are the most famous dhoti colors. Kurtas can be found in any color or any fabric. Dhoti & Kurtas are suitable for festivals, functions, pujas, social gatherings etc.

With famous designers like Ritu Kumar, Suneet Varma, Sabyasachi Mukherjee and Tarun Tahiliani, India has already captured the attention of global audience. Indian traditional clothes are famous across the world for their colors, artwork, fabrics, and quality.

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