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Kurtis are the female version of traditional kurtas worn by men. Kurtis are donned by women along with chudidars, jeans, skirts or any formal trouser. Kurtis have gained market recently due to comfortability and simplicity. They can be mix and matched with any form of pants.

Appreciated by every woman irrespective of their age, kurtis have found a strong foothold in the market. Popularized by the internet marketing, foreign tourists, and Indians staying abroad, kurtis have a huge fan base abroad. This is preferred mostly by college students and working ladies.

Kurtis come in a range of wide variety of fabrics like, cotton, silk, wool, tussar, crepe, lenin, net faux crepe, georgette, and faux georgette. The most common of all these fabrics are the cotton and silk. The types of cotton fabrics available are chikon, pure cotton, cotton silk etc, while silk comes as art silk, pure silk and tussar silk.

Kurtis also have gained market for the diversity in art works available. The most common style works available are the chikonkari work, thread work, embroidery, zardozi, sequins, patch work, bandhunis, mirror work, kundan, mina work, stones, sitaras, jamawar embellished work, beads work, abstract paintings, and geometric printings.

Offered in different types of color, kurtis are available either as single color, double-colored or multi-colored. The bright colors available are maroon, red, blue, green, magenta, purple, beige, brown, turquoise, violet, rust etc. They also come in white, orange, pink, light blue, light green, off white, golden, silver etc. Ladies can mix and match the color of kurtis with the jeans or chudidars.

Kurtas worn in the summer months are usually made of thin silk or cotton fabrics while winter season kurtas are made of thicker fabric such as wool (as in Kashmiri kurtas) or Khadi silk, a thick, coarse, handspun and handwoven silk that may be mixed with other fibers. In the recent past kurtis which are anti-wrinkle are also available.

According to sleeves, kurtis can be divided into 4 broad categories: sleeveless, short sleeve, half sleeve, three-fourth sleeve, and full sleeves. They can be custom designed. Customers can choose from a wide variety of neck designs, kurti designs, sleeves, art works, and cut length. Some kurtis come with lace work in hands and necks for a greater look. These have been appreciated lately for their simplicity and elegance. Kurtis can have wide circumference or can be cutted on sides as per requirement. Preferences differ in women with some preferring long kurtis over short kurtis and vice versa.

Designed with decorative metal buttons, which are not sewn to the fabric, but, like cufflinks, are fastened into the cloth, kurtas are also suitable for wearing in formal functions and occasions. The buttons or cufflinks can be decorated with jewels, enameling, and other traditional jewelers' techniques.

The various types of kurtis available are the designer kurtis, casual wear kurtis, party wear kurtis, and embroidered kurtis. With popularity rising in folds with days, kurtis suppliers and businessman hope to make a fortune with the growing market.

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<http://www.articleside.com/clothing-articles/the-world-s-popular-indian-kurtis.htm> - [Article Side](#)

[Aarush Rai](#) - About Author:

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