

# AARONG INTRODUCES LADIES KURTA COLLECTIONS

Perfection comes from within and to enhance that sense of perfection good attire indeed theaters a big role. In the fast paced world, to keep up with the current trend, we always seek for easy yet trendy solutions and to fulfil that desire of flexibility sought by women, Aarong has introduced its ladies' kurta line.

The kurta collection has been designed meticulously keeping your needs and desires in mind. These floor-length silhouettes are neither your average tops nor your average kameez, instead, it falls somewhere in between which makes it unique and adds a new flavor to your dressing sense. The design of Kurta is so presentable that you will hardly ever feel the need to wear dupatta or scarves, it goes well separately on its own. The flawless design features of this line up promote flexibility and playfulness. It is something you can wear to work without having to think about how you look because it fits you right in. The philosophy behind this line is that comfort is the most important aspect of an item of clothing. If a design is beautiful to look at but uncomfortable to wear, then you would not find it as part of the new kurta collection. It is at the same time beautiful to wear and easy to handle.

The specialty of double layering or overlapping of layers in kurta is that you can independently wear each of these. And for this reason, both of the layers

are completed products and can be treated as two separate kurtas on their own. All of this combined shouts flexibility.

The design attributes consist of floral and metallic prints as well as velvet printed on base fabrics such as cotton and viscose. The materials also feature shibori dye and hand embroidery with beadwork on neckline. Variations in slits have been incorporated within the outfits in striking colours. There are outfits with middle slit, double layers as well as overlapping layers. The colours pallet of the collection includes red, pink, green, blue, yellow and white.

So, if dressing convenience and flexibility is your number one priority, then gear up your closet this summer with the new line of kurtas which are up for grabs for trendsetters wishing to make a fashion statement.

