



While Pinterest and Instagram already have us gazing in awe over the Spring 2018 fashion trends, prints are making their own headlines and creating buzz on social media. And rightfully so! When it comes to prints in clothing, the perfect patterns can accentuate your look just enough and make you a true standout. Florals are the prints marking at least one appearance in every wardrobe and have evolved to not just mean 'feminine.' Eye-popping bouquets of florals entail the blossoming of fashion optimism and there's nothing better than bold, unprimed blooms.



Impressive in PRINTS

Bright floral patterns in a dark silhouette give off a bewitching vibe to the outfit, perfect for an evening invite while softer prints of floral design on chiffon or silk garments lean towards the romantic and easy-going nature of lax weekend plans. Moreover, micro florals in hues of lavender or millennial pink are petite and sweet enough for a more casual, daytime affair with an afternoon full of errands.

Simple stripes all over are another way to up your game this season. Oversized and in a variation of colours and shades, stripes are the epitome of versatility. Truly chic and absolutely effortless, stripes can be elevated still. As a crossing trend, vertical and diagonal stripes can be paired which will only create a perfect disharmony and add distinctiveness to your attire. The ideal playground to mix and match and experiment with contrasting sizes and patterns, stripes can create a true kaleidoscope of creative flair.

Fusion wear had us in the grips of 'shirt dresses,' a breed of traditional kurti or kameez and western shirts that is the ideal match for striped patterns for a formal yet comfortable day at work. Vertical, pajama-style stripes will go hand-in-hand with a comfortable day out in summer while striped pants will not only add length to your height but also an added twist of chic. However, if you really want to turn heads, try an airy, georgette maxi gown in rainbow stripes that is sure to captivate any crowd you walk into!

With a long and noted history in fashion, how can one leave out the classic

polka dots out of the equation of prints and garments?

Looking best in contrasted colours and undoubtedly most striking in a black and white monochrome, you can never go wrong with classic polka dots scattered generously around a fabric of clothing. Whether bold or micro, polka dots are the one print that can be carried tastefully all year round and the dizzying array of dispersed dots can prove to be all the ingenuity you need this summer!

The adorably chic polka dots can beautifully grace any fluid silk shirt or pleated georgette kurti and truly make a noteworthy impression. Treat it as a neutral and don a chic shirt-dress smattered with polka dots by layering it with a solid colour shrug. Or, reverse the look for added personality and versatility to your attire. You can even rock a pair of street-savvy, polka-dotted pants with a tapered fit with a casual tee and canvas shoes for a more easy-going look. The possibilities are endless!

In the world of prints, while florals, stripes and polka dots are the more prominent of the lot, the underrated yet popular choices also include art-inspired prints which is fairly new in the fashion world. Pop arts and surreal artistic prints in shimmering fabrics add a new dimension to your attires and inspire a whole new story of creative expression via clothes. Long kameezes are most commonly seen with such bold and artistic prints and they arguably look best in fabrics of polished silk.

As for getting your hands on your very

own unique blend of prints, your best friend will probably be the nooks and crannies of New Market and its adjoining areas. A real haven for any shopper and the best place for cheap deals, any prints in geometric or abstract designs can easily be picked out from the stashes of fabrics at the arsenal of these shops and all you need to do is have a good eye to spot them. Moreover, online stores adding more and more to their collections of clothing and garments can always come to your rescue when it comes to shopping for fabrics. And the price can arguably be a bargain too!

Donning prints and patterns is probably the most exciting part about setting a wardrobe. Mixing, matching and contrasting prints like a pro offer their own allure and with an infinite arsenal, the world of prints is nothing short of a giant oyster!

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