

CHECK IT OUT

# Celebrating with Aarong

If you are set on making a fashion statement, take a chance with Aarong's Eid UL Azha collection. With the weather not playing on anyone's side, the sun kissed/rain-soaked Eid to follow means it is time to opt for bright colours and light fabrics for the day and maybe something heavier for the night, depending on the kind of event you plan on attending.



For this year's Eid Ul Adha Collection, Aarong offers shalwar kamiz, saris and panjabis in colorful shades. The collection includes motifs and colours inspired from the victorian, ikat, kantha stitch with contemporary cuts. Floral motifs, metal embellishments, hand embroidery work adds that extra flair to this eye-catching collection.

## SHALWAR KAMIZ

Using comfortable cottons to pure silks, Aarong has introduced fancy cuts into their kamiz designs. It has been paired with floral motifs, screen print and tasseled dupattas which makes each outfit unique in this year's trending colours and is perfect for that coffee hangout or Eid selfie with friends. Embroidery work, erri patches, metallic embellishment, geometric motifs have enhanced the collection. Metal pieces and jackets will

bring you a distinctive look to stand out in the crowd.

## PANJABIS

Aside from the classic panjabis with embroidered work, Victorian motifs and kantha stitch have also been incorporated to give them a contemporary look with Bengali touch. The collection also includes coats that can easily be worn over a panjabi to create a more chic look.

## SARIS

For the festivities, Aarong brings in katan, silk and muslin saris. From neutral to tonal shades to using floral motifs and other embroidered work with bold colours are all a part of this year's sari designs besides the usual classics. The collection is perfect for you to flaunt at this Eid.

## JEWELLERY

No outfit is complete without the right set of accessories. For the upcoming festivities, Aarong's collec-

tion introduces a combination of silver and gold-plated jewellery with meenakari, colour pencil, wood and thread ornaments. Each trinket is not just a prominent piece on its own but works well with ethnic fusion or traditional outfits. It will complete your entire look and giving it that added edge.

## KIDS' COLLECTION

Different kinds of motifs, including floral and garden birds, kantha print inspired pieces have also been introduced for the kids' collection. Keeping in line with overall playful and jovial essence, themed outfits also include colour box patterns. For baby girls there are kamiz and ghagra cholis, while classic panjabis and shirts with pants are all set for the boys.

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Photo courtesy: Aarong

