

Vibrant colours of Puja celebrations



Sharat in Bengal is not just a passing season but a time of joy, celebration, and mirth as Ma Durga arrives amid boundless pomp and circumstance. Her arrival signifies innumerable emotions and situations — the destruction of evil, rebirth, victory of light over darkness, strength, protection,

the eternal white, pristine and pure, in a league of its own. This hue, or lack thereof, symbolises all that's good and sacred.

Being adorned in white infuses one with freshness and beauty. When paired with red, the queen of colours, it is elevated to signify divinity in its absolute form. Red is the colour

Puja festivities. Wear it in "ek peach," the traditional way; a neat low bun or "haath khopa" adorned with fragrant "beliful er mala" is the perfect way to wear your hair.

A gold choker, complete with jhumka and kaan taana will be the cherries on top. Don't you dare forget the "kaach er churi" and a "laal teep" — the most important finishing touches! Red lips will perfectly complement this beautiful attire, along with fresh skin and winged eyeliner. Don't forget oodles of mascara for flirty, long lashes!

A festival that is so auspicious is rendered in all colours of the rainbow and how! Durga Puja celebrations are steeped in hues as vibrant as the tunes of dhol and madol! Just like the magnificent flowers are in abundant bloom this season and adorn puja mandap, embrace marigold yellow, hibiscus red, lotus pink, and shiuli stalk orange with gusto!

Choose a pink silk, an orange taant, a red toshor, or parrot green tontuj to celebrate in style. Fresh flowers make for the best accessory to adorn one's hair during this festive time, along with glass bangles in bright, beautiful colours. And what's a Bengali belle without her smoky, kohled eyes, dewy, dusky skin and soft, nude lips?



peace, prosperity and harmony, among other things. It is no wonder that all of Bengal celebrates this auspicious occasion wholeheartedly.

What truly sets this season apart are the beautiful hues that imbue our lives with happiness and joy. To begin with, there's



of strength, energy, beauty and glory; all things reminiscent of Ma Durga. A "shada shari laal paar" is not just a mere ensemble but a beacon of faith in the divine deity's might, a way to embrace her characteristics.

A Jamdani in this combination is perhaps the best possible attire to don during

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