



Life *in* PINK

A celebration of FEMININITY

To say that women possess a special affinity towards pink in all its glory is a fact universally acknowledged. The lovely hue speaks to our soul; delicate and feminine, it is a reflection of the softness and warmth every woman exudes. Characteristic of our gender, this very softness and empathy make the world a better, kinder place.

From the beginning of life, when a baby is born, it is cradled in its mother's arms, gaining strength and security from her love and affection. The softness of her touch calms her wailing child, soothing it instantly. Such is the power of a woman's kindness that the profession of nursing depends greatly upon it. Her healing touch cures the ill of their sickness and breathes life into dying souls. Soft yet strong, feminine energy is divine in all its forms.

While some may consider the colour pink frivolous, it is anything but. Just like a woman, it comes in beauty and, in moments of duress, displays unmatched strength and power. Perhaps that's why a pink ribbon represents breast cancer and its survivors, symbolising their courage, hope, and resilience in the face of a life-threatening illness. Shades of pink celebrate femininity in all its glory and so much more!

As a colour, pink holds a formidable place in the sartorial world. Some of the world's most iconic dresses have been pink. From Marilyn Monroe's incredible shocking pink off-the-shoulder gown in Gentlemen Prefer Blondes, which instantly propelled her to superstardom and cemented her status as a Hollywood legend, to Audrey Hepburn's stunning embellished Givenchy number from Breakfast at Tiffany's, with its matching pink coat and headdress, these are two among many.

A heady, sparkling cocktail of glamour, style, and femininity, pink dresses always make a statement. And it's not frivolous by any means, mind you! From Elle Woods topping law school in her pink tweed ensemble, accessorised from head to toe with pink sunglasses, a purse, and platforms, to Gwyneth Paltrow accepting her Oscar in a pale pink Ralph Lauren duchess satin gown, pink is powerful and packs a punch. These looks in pink are referenced time and again owing to their timeless appeal and significance.

We love wearing pink and living in pink, too! For home décor, pink is a dream! It is every little girl's ardent wish to have her room decorated in her favourite shade of pink. And it doesn't change much when she grows up!

Living out her Barbie fantasy, women fulfil their lifelong affinity with pink by surrounding themselves with it. From bubblegum pink to elegant, sophisticated shades of pink, it's always a great hue to incorporate into home décor. If a room full of pink is a bit too much for you, but you would still love to have touches of it, accents are a great idea. A dusty pink couch or headboard will look chic and mod. A table lamp or mirror in different shades of pink will definitely elevate the look of your room while giving you infinite joy and happiness! So don't be shy; live out your dreams in pink!

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