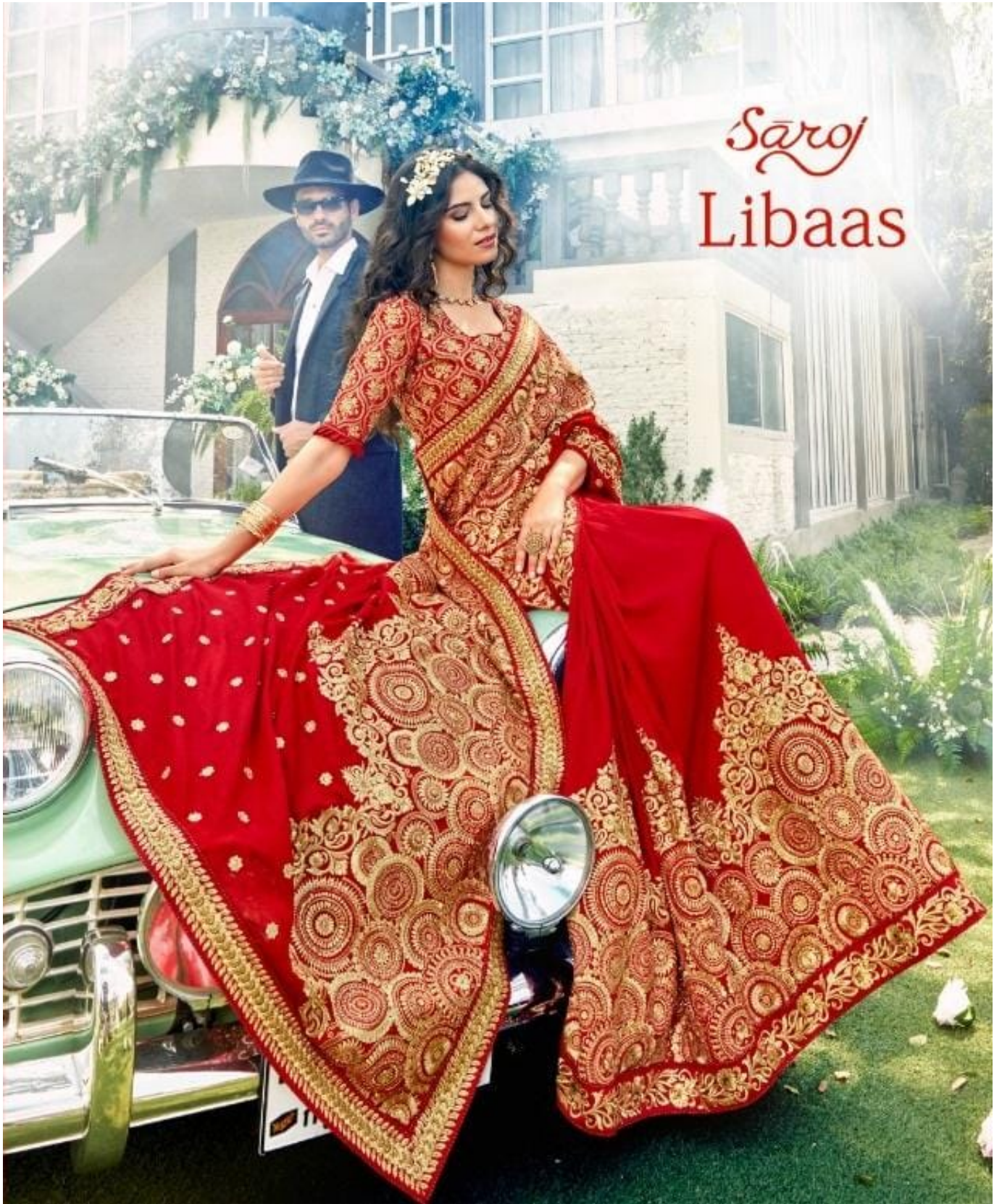


Saroj
Libaas





THE HISTORY OF FASHION

is a history of people. During the past centuries, it was the couturiers and designers that laid the foundations of the modern fashion industry we know today. The liberation of women from corseted confinement, the creation of ready-to-wear clothing, logos, branding, window displays, lifestyle brands, fashion shows, marketing and even protection of intellectual property rights, are such a direct result of the ingenuity, tenacity and creative genius of individuals who were in their lifetime stylish and successful visionaries.

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Saty

DESIGNER ADDS BEAUTY TO CLOTHING WITHOUT IT
IT'S LIKE A CUPID WITH HIS SMILE BUT DESIGNERS
COMBINE BEAUTIFUL LOOK WITH TO NEW
STYLISH EMBROIDERY BY MAKE IT ALL CLASSIC

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Saroj



FADS AND FASHION ARE RELATED YET FUNDAMENTALLY DIFFERENT SOCIAL PHENOMENA. FASHION IS MORE IMPARTANT OF THE TWO. ITS GENERAL NATURE IS SUGGESTED BY THE CONTRASTING TERMS "IN FASHION" AND "OUTMODED". THESE BEING SIGNIFY A CONTINUING PATTERN OF CHANGE IN WHICH CERTAIN SOCIAL FORMS ENJOY TENDS TO BE REPLACED BY OTHERS MORE AHEAD OF THE TIMES. THE PARADE OF SOCIAL FORMS SETS FASHION AWAY FROM CUSTOM, WHICH IS TO BE SEEN AS ESTABLISHED AND FIXED. THE SOCIAL APPROBATION WITH WHICH FASHION IS INVESTED DOES NOT COME FROM ANY RESTRICTION OF UTILITY OR SUPERIOR MERIT. INSTEAD, IT IS A RESPONSE TO THE ORIENTATION OF SENSITIVES AND TASTE.

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Saxof



Saraj Libaas



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THE HISTORY OF FASHION



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