

Diya
TRENDS

A Venture of : *Kajal Style*

BRANDING WORK BOOK

"What you wear is how you present yourself to the world, especially today, when human contacts are so quick. Fashion is instant language."

3006 



3007



3008



3009



3010

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GOLDY

VOL-3



3001



3002



3003



3004



3005



3006

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3006 

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ELEGANCE & COMFORT

'Fashion is part of the daily air and it changes all the time, with all the events. You can even see the approaching of a revolution in clothes. You can see and feel everything in clothes.'

3003



CLASSIC

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3004

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THE
WAY
SHE
WEARS
IT'S

*'You gotta have style. It helps you get
down the stairs. It helps you get up in the
morning. It's a way of life. Without it, you're
nobody. I'm not talking about lots of clothes.'*



3008



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MASTER COLLECTION

'I think there is beauty
in everything. What
'normal' people
perceive as ugly, I can
usually see something
of beauty in it.'

3001



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3005



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3002