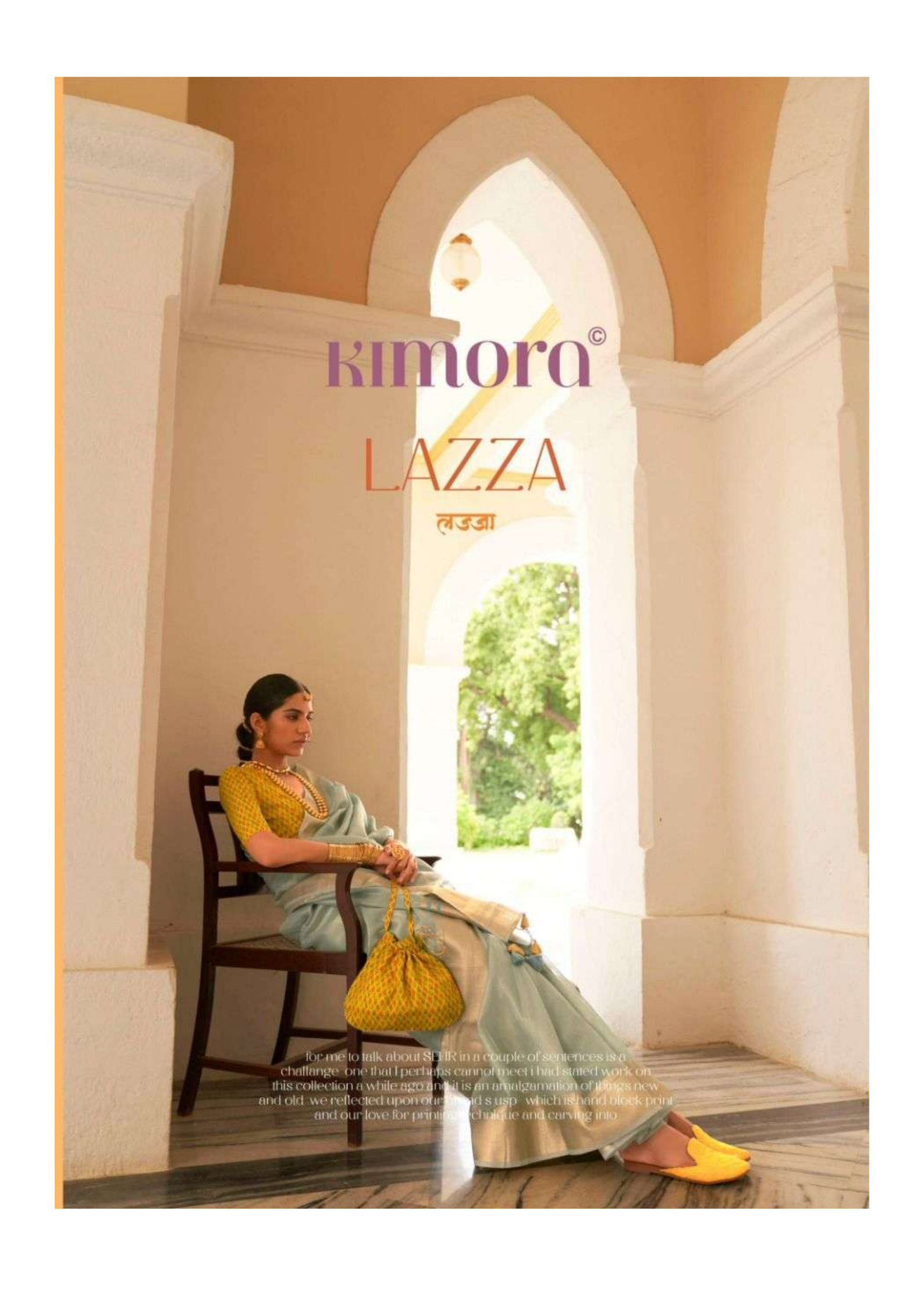




kimora[©]

LAZZA

लज्जा

for me to talk about SEIR in a couple of sentences is a challenge. one that I perhaps cannot meet. i had stated work on this collection a while ago and it is an amalgamation of things new and old. we reflected upon our hand's up, which is hand block print and our love for printing technique and carving into

kimora®

lazza

For the ultimate result, lazza is a range of sarees that is
crafted from pure and perfect cottons and silk and hand printed
with a design that is the epitome of the traditional art of printing
and we have used natural dyes to create a look that is both
modern and traditional for the perfect look for the modern woman.









lazza

the final result LAZZA is a creation of some sort of
collaboration between the artist and the brand. In
this collection, the artist has been inspired by the
brand and we combined up to create a new, which is
a new collection, the printing technique and creating it.





lazza

For the jewelry design, Lazza is a treasure of techniques and a challenge: intricate patterns, hand-carved. We had hired a local artist to create a jewelry collection in the style of the traditional Indian jewelry. And we combined up in our hand a mix of colors and textures, from the finest silk to the most precious stones. The jewelry is a mix of traditional and modern.



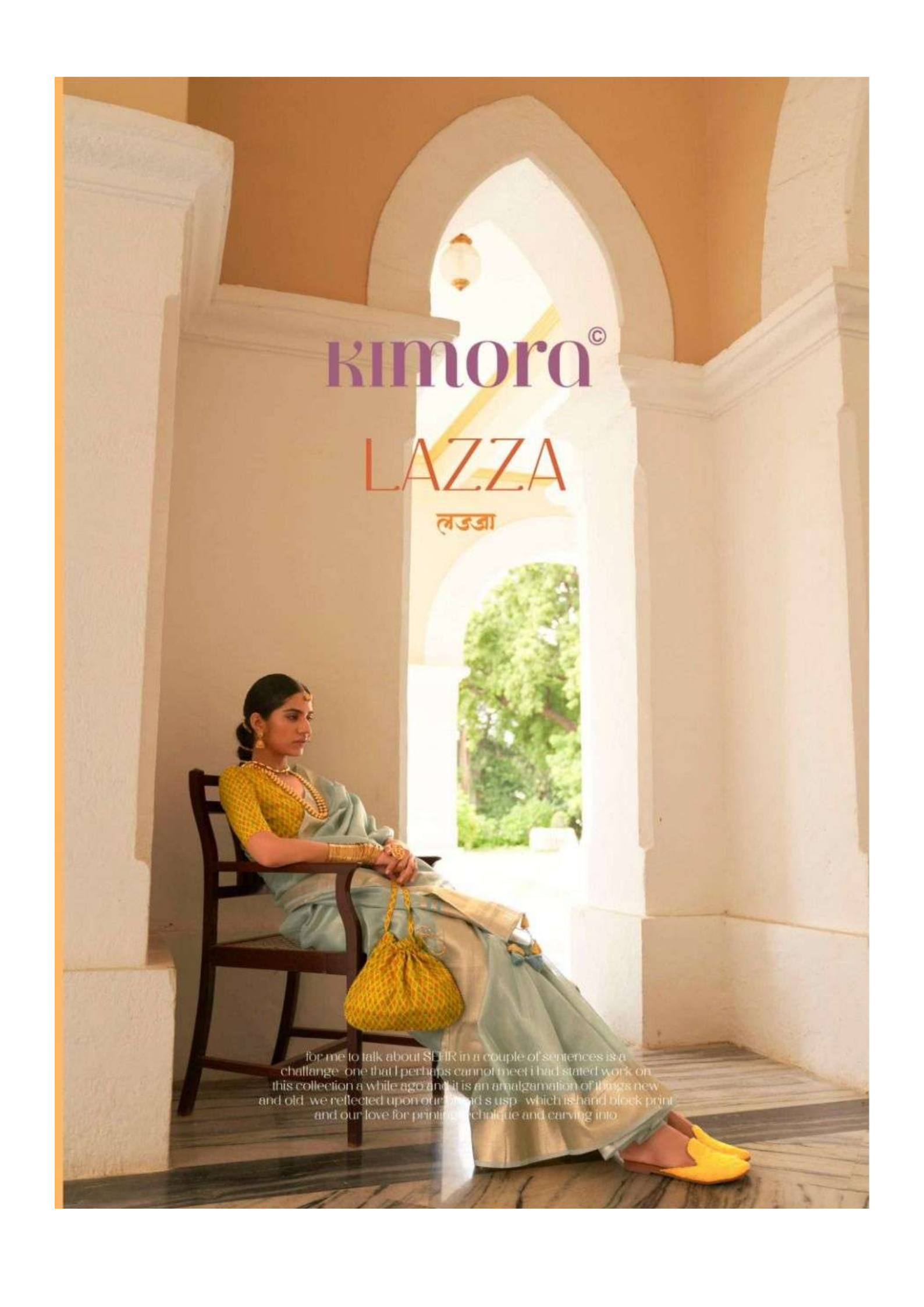




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lazza



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for me to talk about SEIR in a couple of sentences is a challenge. one that I perhaps cannot meet. i had stated work on this collection a while ago and it is an amalgamation of things new and old. we reflected upon our brand's usp, which is hand block print and our love for printing technique and carving into