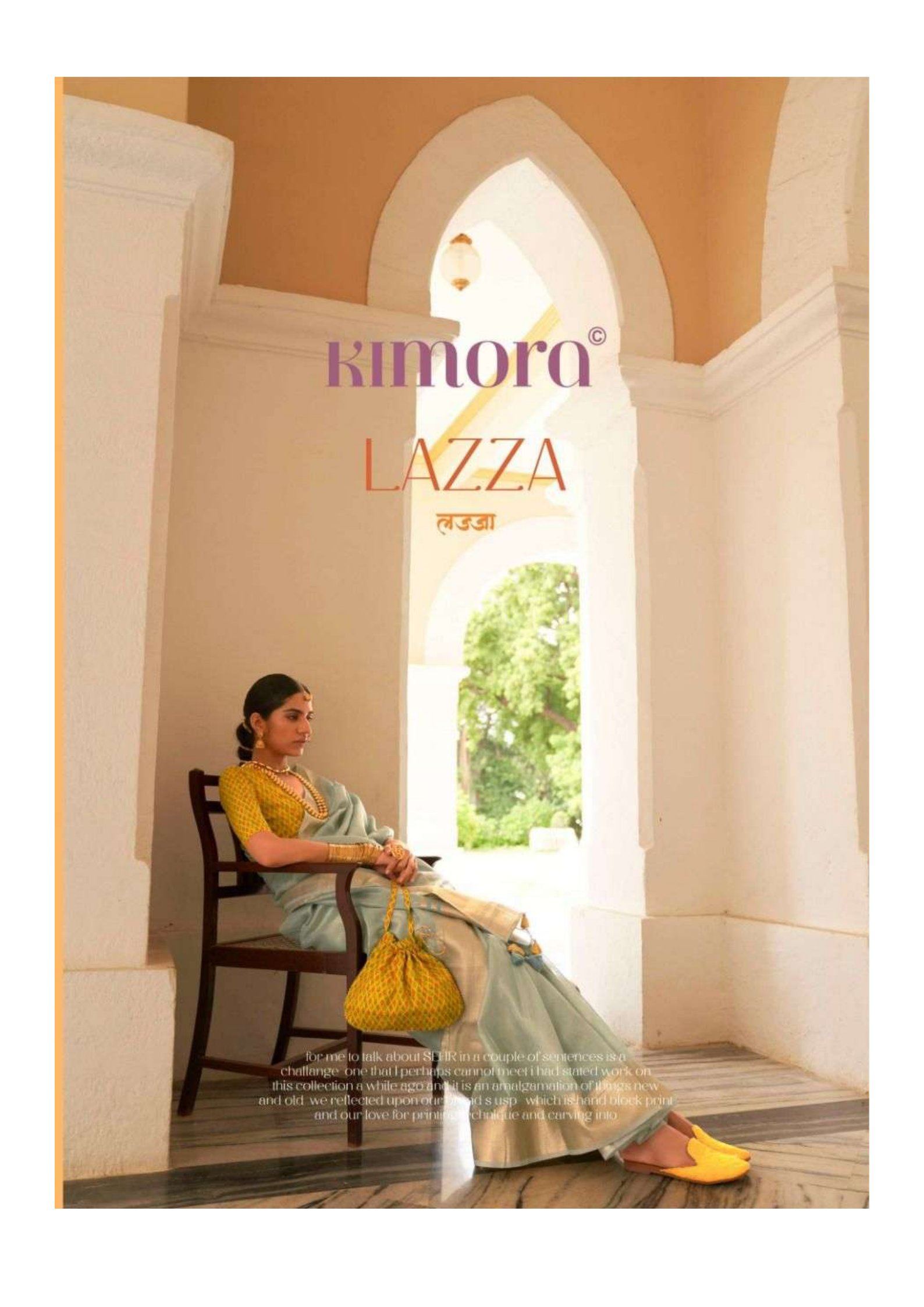




kimora[®]

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 brand's usp - 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 pigments to print. So you can see the
real beauty of the printing and the quality of the fabric.









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 style, which is
a mix of the artist's style and the brand's style.





lazza

For the jewelry design, Lazza is a treasure of techniques and a challenge: intricate patterns, hand-carved. We had hired jewelry designers to create a collection of jewelry inspired by the architecture and we combined up to our best a mix of jewelry with a traditional jewelry context. The jewelry is a mix of traditional and modern.



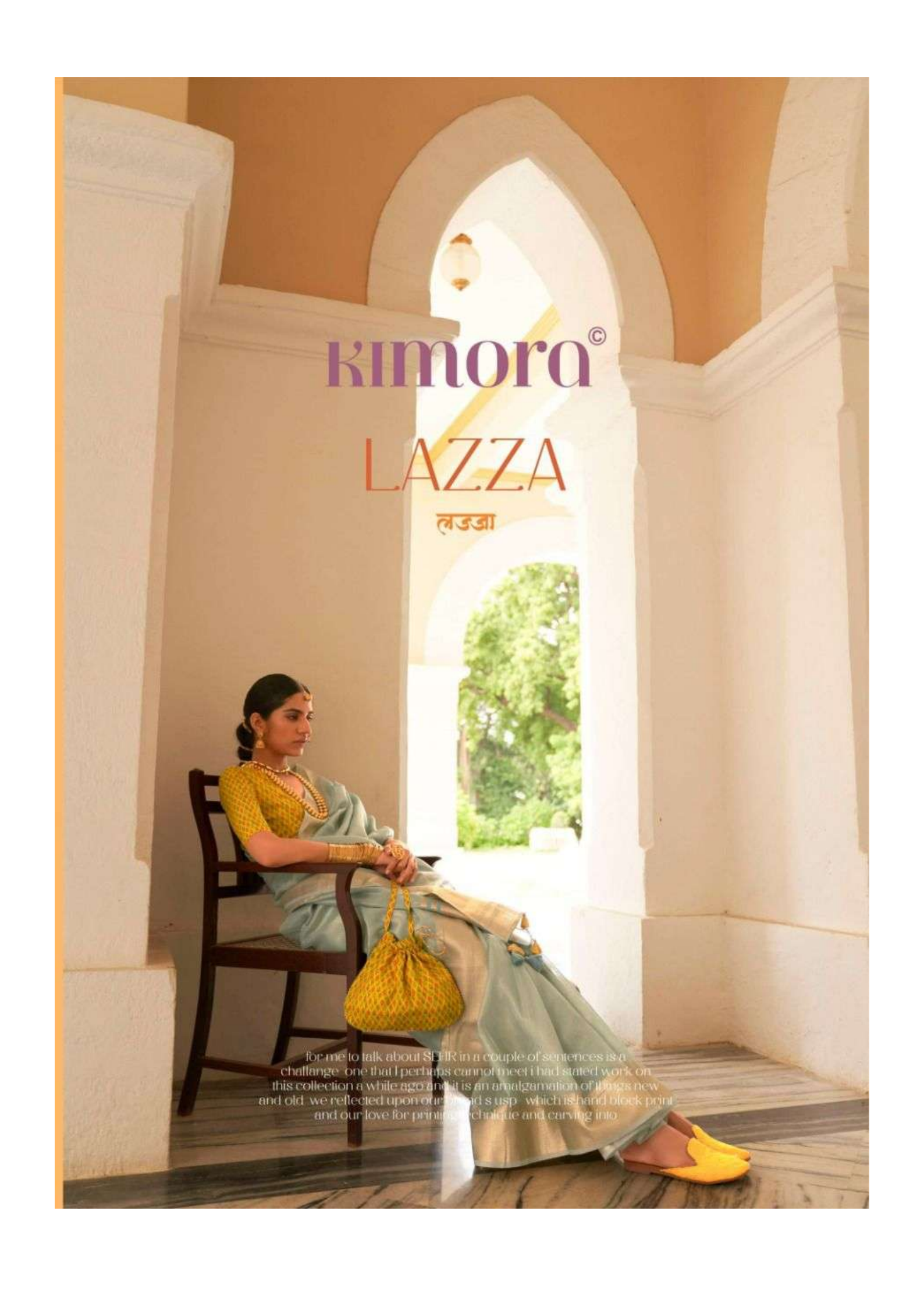




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lazza



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