



## Indian Fashion, Art and Culture

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Fashion can be defined as the style of dress or behaviour which is accepted and adopted by the society at any given point of time. However, fashion varies from society to society and from region to region. In other words, fashion means the style or styles of clothing and accessories worn at a particular time by a particular group of people.

Indian fashion scenario is known for its traditional, culture heritage and colorfulness. From Indian Saari, Salwar Kameez to high street fashion, Indian fashion Industry has gone through leaps and bounds. The growth in the fashion industry in India is tremendous over the years. This growth can be attributed to the influence cast by the western fashion industries. Embroidery is a famous Indian fashion trademark which is a way to include the traditional look with the western culture influence.

Fashion can be used to serve as an addition of one's own personality or to veil one's own true self. To some it's an art form, to other's it's like a part of their culture and religion but to most it is a method of utilizing cloth to show or hide something about them. Just like art can be displayed through paintings, poetry, music, etc in the same way one dresses can represent different aspects of his personality. People often try to express themselves through the clothing and accessories that they wear.

Why everybody in world want to know about Indian Fashion, Art And Culture???

Are you Indian???

Ohh, seriously you are from India???

So it's time for being proud on ourselves because everybody every single person who comes from India I want to tell you one thing as per the travel and tourism competitiveness report 2019 our India ranked 34th out of 140 countries overall. As we all know due to the pandemic our and other countries also fixed some protocols which is totally fair but can we forget this fact that our India improved ranking by 6 places over the 2017 report which was the greatest improvement among the top 25% of countries ranked, absolutely not! This is the proud moment for all of us. And the reason is outsiders i.e. tourists from different countries want to know about our Indian fashion, Art and Culture. Our India known as cosmopolitan country where people from various parts of the world live, with different languages,

cultures and customs live together which hosts people coming from different ethnicities, beliefs and culture, the variations of our culture and fashion according to a different occasion and religion which attracts people in India, every festivals have their different reason of celebration.

For example, Durga puja Maa Durga is a sign of shakti and that's why it's a Shaktism tradition of Hinduism. The festival is also marked by scripture recitations, performance arts, revelry, gift giving, family visits, feasting, and public processions. Women wears a specific saree for these 10 days of festival saree with red bordered and fully fledged white in color with some dotted glitters in short they are all the trendsetters):-

They performed art as Dhunuchi nritya (dance) with the censer during to the accompaniment of feverish dhak rolls. Many puja traditions also organize contests for the best dance, where some performers may go with as many as three dhunuchis - the third one held between the teeth. Dhunach arti which is also known as "dhoop arti".

If you google out "how many culture, fashion and arts of our India".

Even google has not found the answer till now!!!!

There are so many Art forms, culture and fashion on trend like in Maharashtra Gudipadva is the culture where women wears special sarees named as Navvari, Paithani and Lugdas, and men also wear Sherwani with dupattas. The festival is observed with colorful floor decorations called rangoli. Central Indian states are Madhya Pradesh and Chhattisgarh, these states share many linguistic and cultural characteristics with north Indian states Tussar or Kosa silk is one distinctive variety of silk developed here which is produced from silkworms harvested in fertile forests. The biggest festival of central India is Malwa Utsav, while the Khajuraho dance festival, Chethiyagiri Vihara festival is also famous festivals of the area, so these Cultural universals are found in all human societies. These include expressive forms like art, music, dance, ritual, religion, and technologies like tool usage, cooking, shelter, and clothing. There are 28 states and 8 union territories of India and they also have their degree in different culture, fashion and arts well that's we can't count on fingers ...And this is the beauty of our cosmopolitan country India each and every culture of our India is unique people are devotionally, gracefully and some are with the purpose of business activities attached to these And that's why..

In world everybody wants to know about our Indian Fashion, Art And Culture.

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