



Ladies Flavour®  
fashion is our attitude

# Parampara



  
*Ladies flavour*<sup>®</sup>  
fashion is our attitude



*Parampara*  
  
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fashion is our attitude



"High and low isn't such a novelty thing, it's how young people interpret the life we've been given. It's how we look at luxury brands, it's how we look at heritage brands."

*Parampara*  
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Ladies flavour®  
fashion is our attitude



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# THE PASSIVE STYLE

"Fashion is very important.  
It is life-enhancing and, like  
everything that gives pleasure  
it is worth doing well."

  
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*Parampara*  
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*Parampara*  
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# Parampara



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