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Natya Shastra

In early Indian tradition and the Natya
Shastra (an ancient Indian treatise describ-
ing ancient dance and costumes), the name
of the Supreme Being is considered to be
the starting place of existence and creativi-
ty; hence the midriff is to be left uncon-
cealed by the sari.



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*P*rakrit World

The Printed saree has its birth in both South and North India. The word 'sari' was taken from the Prakrit word 'sattika' as women in the most primitive Jain and Buddhist times. The first known portrayal of the saree in Indian is the figure of an Indus valley priest wearing a drape.



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Increased demand for printed saris is a natural one due to the comfort & simplicity it offers while wearing. They are extremely easy to wear, easy to carry off and equally easy to wash and maintain. Apart from being extremely light and comfortable, casual printed saris are just the converse of what we don't worry about: the traditional saris getting spoiled, special wedding trousseaus etc. In comparison with the casual printed saris of past that only consisted of a red or blue print pattern, today's latest & stylish printed saris flaunt various printed patterns that are more & latest in trend. These bright colorful casual saris gives a cheerful & vibrant look just a perfect for casual occasions.

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The second downfall for printed areas in summer is due to the comfort or simplicity it offers while in wearing. They are occasionally easy to wear, may in many of us and usually easy to wear and maintain. Apart from being extremely light and comfortable, casual printed areas are quite convenient as one need not worry about the comfortable getting hot, open, and wearing techniques. In comparison with the casual printed areas of past that only contained dots or floral print patterns, today's styles (A-clothes) printed areas have some printed patterns that are new & latest in trend. These bright colored casual areas gives a cheerful & vibrations look just perfect for our summer.



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Dignified Look

Namely these printed sarees are reasonably priced and one can find all color combinations with different designs printed on them. The varied colored prints give them a colorful & dignified look. These days printed sarees are also available with two borders of fancy materials like brocade, sequins etc. that gives them a look of designer saris.



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