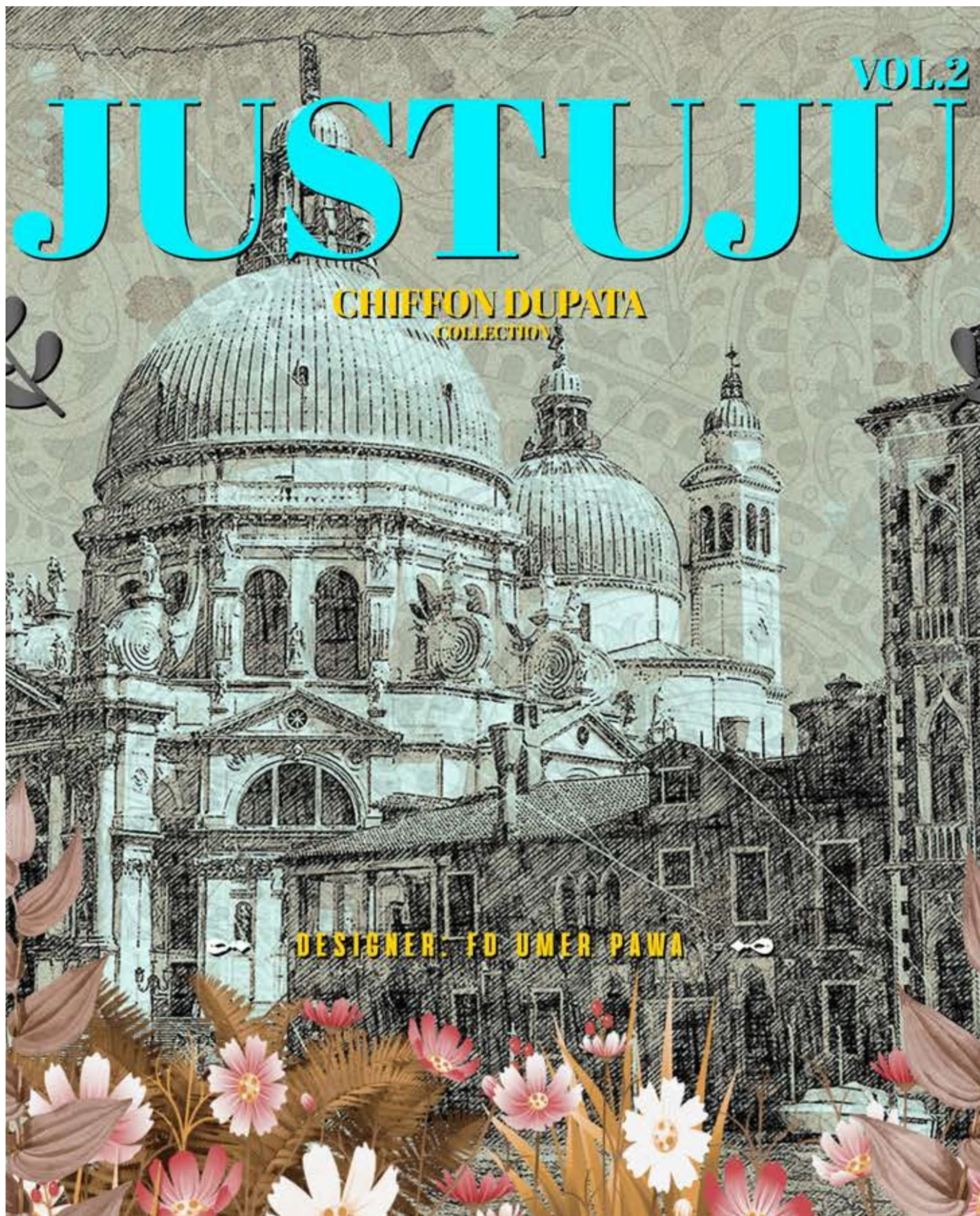


VOL.2

JUSTUJU

CHIFFON DUPATA
COLLECTION

DESIGNER: FO UMER PAWA

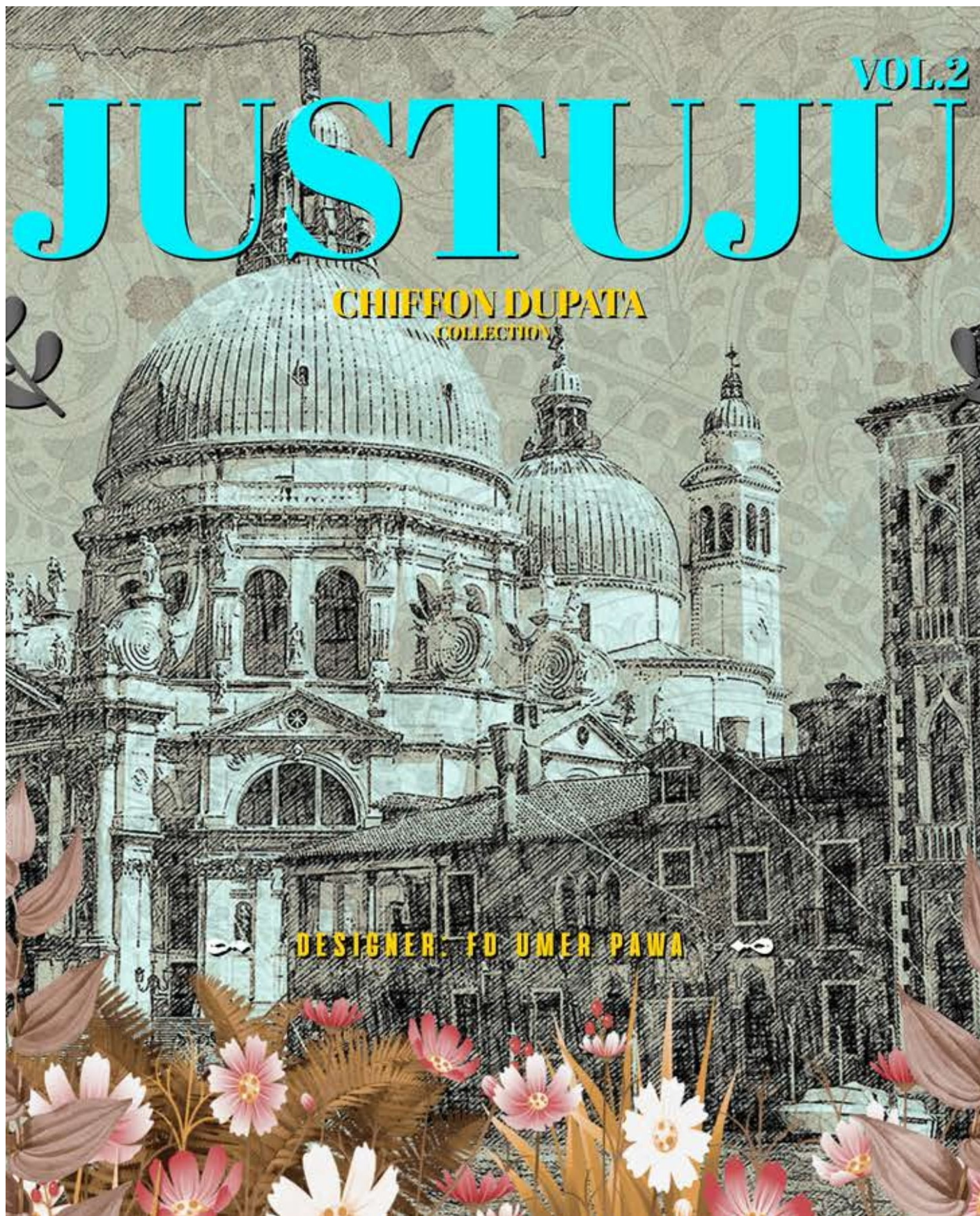


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Fashion history


D.NO 1

HISTORY IS THE KEY
TO EVERYTHING:
POLITICS, RELIGION,
EVEN FASHION.

OUR GREATEST GLORY
IS NOT IN
NEVER FALLING,
BUT IN RISING EVERY
TIME WE FALL.







I LOVE ADDING
EARTHY PIECES TO
SOMETHING VERY
GLAMOROUS, AND I
LOVE HAVING THINGS
WITH A HISTORY OR A
STORY SITTING
ALONGSIDE AN
UBER-MODERN PIECE.





MY PLACE IN DESIGN HISTORY IS TO SORT
OF INTERPRET YOUTH CULTURE, AND
I THINK WE'VE SEEN
THAT DONE IN FASHION BEFORE



D.NO 5

FASHION ONLY SEEMS TO MAKE SENSE IF IT'S ROOTED IN
SOME DIMENSION OF HISTORY OR IF IT FEELS LIKE A
CONTINUATION OF AN IDEA







**I ALWAYS LOVED AESTHETICS. NOT
PARTICULARLY FASHION, BUT AN IDEA
OF BEAUTY.**



JUSTUJU

DON'T BE AFRAID
TO EXPRESS
YOURSELF
THROUGH
FASHION!

