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mixbag mania

With international brands pouring into the country, growing customer exposure to trends that dominate the runways in the West and easy availability of global designs, Indian ethnicwear is now mostly restricted to festivals, weddings and formal occasions. However, fusionwear, one of the most prominent trends in this category, is gradually making a larger place for itself in our wardrobes thanks to its easy adaptability to all occasions. IMAGES BoF speaks to various brands and retailers across the country to understand the best-selling trends in this category.

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