

# FROM THE RAMP TO YOUR WARDROBE

**Experience glamorous contours and fluidity of Liva — a new age fabric in the latest Global Desi collection**

From the fashion ramp, straight to your wardrobe — choose Global Desi collection with Liva in mind to make you a fashionista with flare this season. It's quirky, eclectic, young, fluid and bursting with color; and it is this season's latest fashion obsession — boho chic style. From the brand's latest collection as seen on the ramp of Lakme Fashion Week 2013.

Talking about the collection, Anita Dongre, Creative Director, Global Desi says, "This is our second season of showcasing Liva — an innovative and new age fabric from the past and the business of the Aditya Birla Group. It is a fluid fabric made with natural fibres. It imparts softness and flow to all garments. We are excited about the Fall Winter Lakme Fashion Week collection made using this fabric. Fashion and comfort go hand in hand and the fabric continues to deliver on that promise. It has really inspired a unique rhythm to the collection that is free flowing and joyful."

The Liva collection from Global Desi LFW is available in all Global Desi stores and select multi-brand outlets.



**GLAMOROUS CROP TOPS**

Embrace the warm from within in these glamorous crop tops in eye popping prints and grooves all over body with the fabric.

Look 2467a  
Crop top  
\$1299



**JUMPSUITS**

The mood of a chic sleek and full fit. The beautiful wrap of these fabrics alongside vibrant prints in Liva as a statement get mixed away with every step you take.

Look 2467a  
Jumpsuit  
\$1299



**STYLISH CROP JACKETS**

Let winter on the job but you keep the temperature soaring with stylish crop jackets. Made with a special fabric, the ensemble will ensure that you never lose style in any weather.

Look 2467a  
Crop top  
\$1299



**CHIC PANTS**

And the fabric of Indian ensembles, these chic pants make comfort and a little bit of fun. Some of them are just all the abilities.

Look 2467a  
Pants  
\$1299



**BOHO CHIC COME**

A few accessories is always effortless and get unique in your choice. The boho give in paisley prints make with a fluid fabric in the way this season for effortless look too.

Look 2467a  
Jumpsuit  
\$1299



**THE FLUID MIND DRESS**

Adorn it in that print mood. The glamorous liquid to go with what you are the slow stopper at every corner this season.

Look 2467a  
Dress  
\$1299



**THE NEW AGE DESI**

Make your own look in statement with this quirky take on Indian wear. Accessorize it with a belt, belt and Liva. One look, many styles.

Look 2467a  
Jumpsuit  
\$1299