STYLE IT!
Earrings
In Eye Makeup

TABOO
Acid Attack

READS
Careers post-pandemic
Festive Beauty

HIGHLIGHT
Festive Makeup
Durga Puja
Six yards of pure grace, elegance, and beauty, saree is Indian fashion's oldest and perhaps the only surviving unstitched garment from the past. Over the years, saree for women has become all-time wear along with "canvas" for weavers of India. The blog summarizes all the information about "saree".

It is said that the art of weaving natural fibers into fabric has been ancient. People of the contemporary Indus Valley civilization were familiar with cotton fabrics and adorned long pieces of cloth or can also be called out as loincloths. These long pieces of fabric were adorned by the men in Kachcha style.

Will Traditional Sarees Ever Run Out Of Fashion?

Careers In Fashion That Will Trend During Festivities In COVID-19!

"The industry that is hanging between hope and despair...."

There is no denying in the fact that social distancing comes at a great price for both the Indian fashion industry and the audiences. But the thing that has contributed to making the world a better place to live is 'creativity.' It won't be wrong to say that in a time such as now, creativity will speak the unspeakable. The Indian fashion industry is finding numerous creative ways to keep people connected during a pandemic that keeps us apart.

Read more
1

To tie the normal style dhoti—Hold it horizontally, and make sure to keep the border on the top. Keep the dhoti in such a way that the cloth is distributed equally on both sides. Tie it in front, below the navel and make pleats on the right side, and tuck them inside the waist. Make pleats on the left side with the remaining cloth and tuck it in. After this, take the pleats under your legs and tuck them backside. Pair this eco-friendly garment with a coat, and see what wonders it can do.

2

For the Kerala style dhoti, tuck the lungi skirt around the waist towards the right side. Take the bottom of the lungi, pull, and take it back to tie on the waist, and you are good to go. You can pair Kerala style Dhoti with long jackets this festive season. Long jackets never go out of trend. Hence, this season, opting for a kurta and long jackets will give you the apt festive look.

3

For the Bengali style dhoti, the front corner of the material is stiffed, like a Japanese fan. It's highly creased, and the border goes downwards. You can pair this style of dhoti with turbans. Turbans portray tranquility and serenity. Indian festivals are all about adorning traditional outfits. Hence, this festive season, enhance your look by opting for a turban.
Durga Puja is a time to celebrate with near and dear ones; soak in the festive atmosphere; enjoy the
glitz and glamour of the themed pandals and beautiful idols. The rituals associated with Pujo are
important of course, but a local would have seen them too many times and thus would find nothing
out of the ordinary. However, for a visitor, the various religious rituals and functions are
something unique. Durga Puja is an Indian festival depicting Feminine power, fashion and beauty.

The first grand worship of Goddess Durga in recorded history is said to have been celebrated in the
late 1500s. Folklores say the landlords, or zamindar, of Dinajpur and Malda, initiated the first
Durga Puja in Bengal. According to another source, Raja Kangshananarayan of Taherpur or
Bhabananda Mazumdar of Nadiya organized the first Sharadiya or Autumn Durga Puja in Bengal in
c. 1606.

The traditional outfits worn during the period of Durga Puja, makes each and every person a
showstopper. On this day men and women are dressed in pure Indian costumes, which are
ethnically created precisely suiting the occasion. Beautifully embroidered and zari work saree and
ethnically soaked Kurta Pyjamas are donned by men and women of all ages.

Although years have glided by, this festival has retained its ethnicity among every passing generation!

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Lakme Fashion Week announced about the 30th batch of its renowned talent discovery programs – GenNext. To upgrade the fashion trends of 2020 three winning designers were chosen from the first-ever virtual jury selection process. It is all over the fashion news that the selected designers will be presenting their creations by INIFD at Lakmé Fashion Week’s first-ever digital destination that will host between October 21st to 25th.

The fashion news states that after becoming the announced winners, the GenNext designers- MISHÉ by Bhumika, Minakshi Ahluwalia, and THE LOOM ART by Aarushi Kilawat and Dhātu Design Studio by Anmol Sharma, were taken through a series of Masterclasses over three days. Sabina Chopra, the Lakmé Fashion Week team as well as industry experts, took the masterclasses to give specifications of brand building, business, and marketing skills in addition to feedback on their upcoming collection.
LMIFW SS'21

THE PHYGITAL LOTUS MAKE-UP INDIA FASHION WEEK SPRING-SUMMER 2021 SPOTTED SOME OF THE FAMOUS FASHION DESIGNERS IN INDIA SHOWCASING THEIR BEST DESIGNS.

UNEARTH AVANT-GARDE DESIGNS IN ONE CLICK—
LOOKING FOR FESTIVE FASHION INSPIRATION? HERE YOU GO..

The most stylish B-town female celebrities manage to capture our attention with their avant-garde, traditional fashion choices. Whether it's Bollywood red carpet style or an elegant, top-notch indo-western outfit worn for a night on the town, the B-town celebrities are without a doubt one of a kind fashionistas. Their trailblazing dressing sense portrays how unafraid they are to take risks with their clothes, their makeup, their hairstyles, or anything else for that matter. To get more Diwali inspo......

Click Here
IN CONVERSATION WITH THE RENOWNED CELEBRITY INDIAN DESIGNER

DOLLY J.
Acid attack is pervasive. It won't be wrong to say that it is embedded in the way society thinks and speaks. While the context may differ, acid attack is horrific and rooted in patriarchal beliefs, power, and control.

Although the sale of acid on the counter was banned in 2013, still India tops the charts when it comes to acid attacks. There is no denying that acid attacks are the most gruesome crimes that not only cause deadly physical trauma but severe psychological and emotional trauma as well. In a country like India, acid attacks are a huge problem where the victims are mostly female. On the one hand, the survivor has to perpetually fight with their traumas, self-acceptance, social behavior, and medical issues. On the other hand, the family keeps struggling to get justice.

According to a report by the Acid Survivors Trust International (ASTI), the majority of acid attack victims are women. The reasons usually are domestic or land disputes. Some attacks happen over dowry demands or revenge. But the majority of cases reported for over a decade now, it's because a young girl/woman turned down sexual advances or rejected a marriage proposal from a man.

"A woman with her daughter were stepping out when a known man emerged out of nowhere. Before they could react, he threw acid on the girl. Her mother ran in front of her, and he flung it on her too. It took both of them a few minutes to realize it was acid."
MAKEUP TRENDS

"I want to cry but my eye makeup looks so good right now."

NEON EYES
Try wearing Neon shades eyeshadows this festive season, and you will see how it's surprisingly wearable!

FLOATING EYELINER
Go a little quirky this festive season, drop the idea of traditionally blended eye makeup looks, and adopt floating eyeliner!

WATER COLOR LIDS
Water Color lids trend is like a work of art, water, and fluffy eyeshadow! You can thank us later!
THE ONLY MAKEUP GUIDE YOU NEED FOR THE COMING FESTIVE SEASON!

Receiving this compliment from someone means so much to us. Glowing skin and apt evening makeup are hands down most covetable beauty looks in the industry right now. To find out (and dish) the beauty tricks to achieving the best festive makeup look, I Knock Fashion tapped some of the top makeup artists beauty tricks, so you don't have to go through numerous other beauty tips blog. We have done all the heavy lifting and come up with some of the best evening makeup tricks, do's and don'ts, and looks you can trust on blindly for the coming festivities!

Most of you may prefer a fresh, dewy, glowing skin, often referred to as the ‘no-makeup makeup’ look. There is no doubt that this makeup is a timeless trend that can be spot on all the red carpets, every magazine, and major runway shows.

Read More
Pre-Winter Skin Prep Tips – Winter Is Coming!

"The happier season is just around the corner. The season of holidays, cool breeze and basking in the sun with friends and family. Everyone is eager for winters and can’t wait for it to get cold again. The pleasant weather, the season of fashion, when you get to wear multilayered clothes and step up your style. But, this cold biting winter is not all about nice things. This dry and cold weather can be very harsh on your skin and can take away the moisture very easily. This is why, it is very important to step up your skincare game and to avoid facing a range of skin problems follow the Pre- Winter Skin Prep Tips because Winter is coming!.

Read more

Body Polishing: The New Way To Improve Your Skin!

As they say, treat your skin like a temple. We can not argue with this one. There is no denial in the fact that nurturing your body with the utmost care from the inside out is one of the most important steps of maintaining a healthy lifestyle. Keeping your body and skin healthy is the first step you take towards self-acceptance, self-love, and self-care. From the food and supplements, you intake to the personal care products you apply to your skin, everything matters. Both equally matters—the food items you store in the fridge and the products that reflect in your beauty cabinet.

Read more
MUST HAVE EARRINGS THIS FESTIVE SEASON

Gota Patti Earrings

Chaand Bali

Earrings With Hair Chain

Handmade Flower Jewellery

Kundan Earrings
THIS FESTIVE SEASON DETOX
YOUR BODY INSIDE OUT

**Breakfast**
*Green tea W/Lemon*
- 1 Cup Water
- 1 Tbsp Flaxseed
- 1 Cup Raspberries
- 1 Banana
- 1/4 Cup Spinach
- 1 Tbs Almond Butter
- 12 Tsp Lemon Juice

**Lunch**
- 1/2 Cup Almond Milk
- 4 Celery Stalks
- 1 Cucumber
- 1 Cup Kale
- 1/2 Green Apple
- 1/2 Squeezed Lime
- 1 Tbs Melted Coconut Oil
- 1 Cup Pineapple

**Dinner**
- 1/2 Cup Coconut Water
- 1 Cup Blueberries
- 1/2 Cup Kale
- 1 Tbs Lemon Juice
- 1/4 Tbs Cayenne Pepper
- 1 Tbs Flaxseed
**FUN FACTS**

**PULI KALI, KERALA**

This festival is celebrated in Kerala on the day of Onam. The performers are painted in red, black and yellow tigers. They even have masks, teeth and cosmetics of the tiger. The folk art, dance and music is on theme of tiger hunting. It started 200 years back in Cochin.

**BHAGORIYA FESTIVAL, MADHYA PRADESH**

This festival is a particular form of tribal marriage and gives a chance to young boys and girls to elope after choosing their partners. During this festival of Bhil and Bhilala tribes the boy puts red powder on the face of the girl whom he wants to marry and if the girl is willing to marry that boy she puts the same red powder on the boy’s face... incase the girl refuses, the boy is given another chance to persuade her and win her heart.

**THEYYAM, OR THE DANCE OF THE GODS, KERALA**

Called ‘the dance of the gods’, the Theyyam in Kerala involves the performance of a dance and various rituals by certain locals who are at the time of Theyyam considered to be possessed by a certain god. Considered thousands of years old, this ritual is performed in local shrines and sometimes at various households. The rituals vary from village to village, with blood sacrifice by the public butchering of a rooster being a common practice.

**AADI PERUKKU FESTIVAL, TAMIL NADU**

The 800-year-old Mahalakshmi Temple in Karur district of Tamil Nadu is host to a peculiar tradition during the Hindu Tamil festival of Aadi. The priest at the temple breaks coconuts on the heads of willing devotees who believe they will have their wishes granted by doing so.
MEMES & MAZE

I’ll Play Coz I’m Not That Tired Today!

Girls Before Navratri

Girls During Navratri

www.iknockfashion.com

When your Navratri & Halloween Party timings clash together..

www.iknockfashion.com
IKF QUIZ

Guess Names Of The Indian Festivals From Attires In The Pictures!

- Baisakhi
- Eid
- Dussehra

- Lohri
- Navratri
- Holi

- Janmashtami
- Navratri
- Durga Puja

- Chatt Puja
- Onam
- Bihu

- Gudi Padwa
- Teej
- Vishu

Answers: Baisakhi, Navratri, Durga Puja, Onam, Teej
Honey, will you look after the kids for an hour, please. I have to go, get ready for the Halloween party.

I'll do that, but what do you need an hour for?

The makeup, love!

Honey, just wash your face and tag along. You don't need makeup for Halloween.

30 Minutes Later..
Everyday is a fashion show and the world is your runway!
LMIFW
SS'21

Crush Of The Week

E-Magazine

In Frame: Malaika Arora
Wearing: MONISHA JAISING× RENU OBEROI × BOOTMAKER
Photo courtesy: Maneka Harisinghani
Discover The Future Of Fashion

Proudly Circulating Amongst 30,000+ Fashion & Beauty Enthusiasts In Two Languages

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