I KNOCK FASHION

Wedding Special

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FASHION
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Grooms Wear
Designers

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In India

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SHOP
The wedding season has been knocking the doors of the wedding planners and stylists. The new trend of wedding stylists introduces us to the fresh ideas of a personalized wedding with a lot of style in it. They purposely present the wedding style guide to ensure the elegance in every element. Be it the places to shop like Chandni Chowk, Shahpur Jat, and Mehrauli or the wedding accessories like beautiful flower decoration, designer outfits with your initials, or trousseau packing trays, everything is well coordinated with each other. I Knock Fashion Desk delivers to you a few ideas of creative wedding styles with an introduction to new and innovative brands that contribute to your stylish weddings. The following brands would add luxurious vibes and glamour through their products at the wedding.

3 BRANDS ONE MUST SHOP IN THIS 2020 WEDDING SEASON

The Indian fashion designers realized that masks are becoming another piece of clothing that doesn’t need to be simple-looking, therefore they initiated creating coordinated ones that compliment everyday and special occasion outfits. This led to the emergence of wedding masks! Masks like clothes are becoming trends in Indian fashion and a way of self-expression. The Indian fashion designers by making a mask as the latest fashion trends for women are trying their best to make it a part of everyday life. The Indian brides have set some trends in Indian fashion by opting for designer masks for their big day. The Indian brides and grooms very well understand the ongoing tensions and are responsibly opting for ‘designer masks’ during their weddings. Bridal masks are making their way into the couture market, brides have adapted the idea of looking forward to wearing them for wedding festivities.

WILL DESIGNER MASKS BE THE NEW ESSENTIAL IN INDIAN WEDDINGS?

“The highest happiness on earth is the happiness of marriage.”  
—William Lyon Phelps
HOTSPOTS FOR COMPLETE WEDDING SHOPPING IN DELHI!

If you’ve stopped on this particular article while scrolling through your feed, you are sure to be one of those people who fall under the category of to-be-wed. Since the outbreak of COVID-19 numerous events and programs became the bone of contention, and that includes countless weddings and engagements. So, it’s quite normal that to-be-wed spends endless hours searching for the perfect outfit for each function. After all, a wedding outfit is not only something that a person is going to adorn on that day but a keepsake of the wedding day memories as well. Here is no brainer that the national capital- Delhi, is the on-point location when it comes to wedding shopping. To help the to-be-weds out, let us together unearth the hotspots in Delhi where you can shop for your wedding ceremonies!

WEDDINGS, FASHION AND CAREER IN INDIA - AN INTERDEPENDENT TRIO

When we talk about the fashion industry as a whole, the wedding business in India has seen a tremendous growth over the years. Weddings, fashion and career in India is an interdependent trio. If we go by the sheer number of wedding fashion shows in the country – the Vogue Wedding Show, BMW India Bridal Fashion Week, Bridal Asia and Shree Raj Mahal Jewellers India Couture Week to name only a few – it seems that all our designers are doing is creating wedding lehengas. Luxury designers have altered their production and marketing budgets as free-spending Indians take to year-round weddings! The Big Fat Indian Wedding is estimated to be worth over Rs 1,00,000 crore, and wedding apparel makes up about Rs 10,000 crore of that. No wonder designers will do anything to crash the wedding party!

“My most brilliant achievement was my ability to be able to persuade my wife to marry me.” – Winston Churchill
TOP DESIGNERS TO SHOP BRIDAL WEAR IN DELHI

Sabyasachi

Anita Dongre

Manish Malhotra

Shayamal & Bhumika

Falguni Shane Peacock

Anju Modi

Tarun Tahiliani

Sulakshana Monga

Rahul Mishra
FASHION SHOWS TAKE TO THE DIGITAL PLATFORM

INDIA COUTURE WEEK
TARUN TAHILIANI X BPFT
LAKME FASHION WEEK X PERO

Fashion Shows are no more an on ground event, privileged for the few, instead the pandemic has changed the course of the fashion world. Everything has gone digital!

From designers showcasing their collections to launching of a new beauty product line, digital media and the world wide web is the new event spot for the fashion and beauty industry of India.

The most renowned fashion shows and fashion weeks have opted for showcasing online this 2020 season. So if you have missed on it, go ahead and catch up here!

Other Updates:

My Glamm & POPxo Join Hands To Launch MyGlammXO!

Benetton’s Latest Digital Campaign #UnitedByCause Celebrates Kindness!

Fendi Selects Kim Jones As The New Artistic Designer!

For More– Click Here
INDIA COUTURE WEEK DIGITAL 2020

ANJU MODI | RAHUL MISHRA | KUNAL RAWAL | REYNU TAANDON | MANISH MALHOTRA | JJ VALAYA | AMIT AGGARWAL | DOLLY J | SHANTANU & NIHIL | FALGUNI SHANE PEACOCK | SUNEET VARMA | GAURAV GUPTA |
Today, they also make efforts to look like a star at their weddings. The man of today is capable of stealing the show too, thanks to his delicately ornate groom attire. The modern times have seen a substantial increase in the wedding apparel options for the leader of the groom brigade. If you are one from the to-be-wed clan, keep scrolling, as I Knock Fashion has done all the heavy lifting for you. We have come up with exquisite Indian groom-wear designer options that will surely help any groom steal the show with a 'prince charming look.' Before we unearth the groom wear fashion trends of 2020, let us first read about how the groom wear revolutionized out of something so traditional as Indian wear. The national capital is best when it comes to wedding shopping. A wedding is a special day for both the bride and the groom, but at times, it can turn out to be stressful. I Knock Fashion understands that when it comes to your wedding shopping, you can not enjoy every moment and make the most out of it. Right from buying your wedding outfits and accessories to other tiny yet significant elements like pagdi, kalgi, mala, jutti- an endless shopping spree awaits as soon as you become a groom-to-be.
SAREE:
The all time classic is the first to think about!
From heavy to light weight, trendy and quirky sarees, make sure you have made space for all. Ensure to keep mix and match blouses that would go with different sarees.

FOOTWEAR:
Keep a correct ratio of everyday, sneakers, heavy footwear, hot heels and slip on and flats in your trousseau.

LINGERIE:
Don’t shy away! Have a mixture of sexy lingerie sets with the every day go to inner wear. From Bralets to Bikini, ensure you own your dream in your clothes.

MAKEUP:
Reds and Neon are must this 2020!
Rest put in your CMT tools and cosmetics with a good sunscreen. Make sure you have your vanity box and on the go pouch set separately!
Trends in Indian fashion, are majorly set by B-town actors themselves in the country, after all, people do follow their style statement blindly. Alia Bhatt is one such Bollywood artist that leaves the audiences speechless with both her looks and her phenomenal acting skills.

Debuting from Karan Johar’s movie- Student Of The Year(2012) to Sadak 2(2020), 27 years old Alia’s acting skills, and high-end fashion statements have only grown from strength to strength. IKnock Fashion has come up with some of the most mind-boggling looks of Alia Bhatt to please your eyes, continue reading!
STYLE EVOLUTION: RHEA CHAKRABORTY'S BEST OUTFITS OF ALL TIME!

From a VJ on MTV India to a celebrated Indian actress, Rhea Chakroborty took the fashion trends by storm every time she made an appearance at events, parties, or movie promotions. The "Mere Dad Ki Maruti" lead actress always managed to turn heads, even with her casual street-style ensembles. The following are some of Rhea Chakroborty's best looks of all time.

It's both her high-end fashion style and evening makeup that gets her noticed. Rhea's frequent red carpet appearances and chic off-duty gym ensembles draw media scrutiny too. Never one to shy away from risks on and off the red carpet,
From a small traditional outlet on the crowded lanes of Kolkata to high-street fashion boutiques on the by-lanes of Paris, London and New York, fashion extraordinaire and maestro Ritu Kumar hasn’t just evolved as a designer but also has done her bit in transforming the fashion industry of India.

Under Ritu Kumar, they now have Label – Ritu Kumar for the young ladies, RK – contemporary Indian and RI – dedicated to couture. They are always working on creating fascinating fashion trends for women from different walks of life and likings. Even today,
Caste System and Its Effect on Marriages in India

In April 2019, BBC published a story about a couple who had fled from their respective villages to get married and have a life together. This couple is still haunted by the fear of being pinned and killed by their caste group as the woman belonged to a higher caste and the boy was a Dalit (untouchable). An engineer by profession the boy had to give up on his job and both of them are mostly on a move changing cities and locations.

The Indian subcontinent is a varied and complex society, housing many religions and their structures or concepts. Caste is one such fundamental foundation of many religions existing in India. The Hindus have the most stringent caste system followed by traces of the same in religions like Jainism, Christianity, amongst the Islamic converts of South Asia and others.

The caste system not only defines the limitations and privileges of living but also influences the fashion and beauty, and lifestyle choices.

Why Do People Prefer Same Caste Marriages In India?

- Parents prefer the same community marriage as they feel that it will be easier for a girl to adjust if the values and rituals are similar to the parent's house.
- Societal disrespect and boycott - Many feel that if the daughter or son has an inter-caste marriage then the society would not approve of it and would not participate in their wedding.
What Should My Natural Skincare Routine Be?

Best Oils For Beautiful Skin & Hair

Pre-Wedding Haircare:
Flaunt Your Tresses On Your Wedding Day!

Eat Your Way To Healthy Skin!
Do These DIY's To Prep Up For 'The Big Day'

If you are a winter groom ensure to follow these to look handsome and radiant on your wedding day!

TIPS FOR GROOMING

1. Hydrate Your Skin– Moisturize yourself at least twice a day before bed and after a shower!
2. CTM is not just for the brides, men need to take care of their skin too, so get on it!
3. Use home remedies on face and let that soap bar be!
4. Exfoliate twice a week– Olive oil with brown sugar is great for normal skin type!
5. Don't forget to keep a lip balm and sunscreen handy.
We understand that weddings can be hectic, but all the brides-to-be, we have to break this to you that invitations, venues, and wedding dress aren't the only things that need your attention. In addition to your special day checklist, you have a skincare set of to-do's to ace before you say "I do."

Some of you might think that starting your pre-bridal skincare one year before your big day is too early but, you are wrong as there are certain marks and pigmentation on your skin that can take a long time to go. So, start prepping your skin one year before your wedding. To start with, your pre-bridal skincare, the beauty tips include that you should start getting regular body massages from a year before your wedding day, six months before the wedding is a comparatively less stressful time, and you can make a good time for a healthy lifestyle and food habits. The beauty tips to stick to before one month of your wedding is start applying natural face packs to lighten up your skin. You can also visit your dermatologist for gentle exfoliation.
Marriage By Abduction:

Among some ancient Indian tribes, marriage by abduction is the norm. The young man must carry away his lady on his back, keep her hidden for a year and then have a normal ceremony with the then automatic consent of the bride’s parents.

Wedding Contract:

The Nagarattars of Tamil Nadu in South India have a tradition that follows the ceremonial tying of the thali or mangalsutra. The fathers of both the bride and the groom sign the isaivu padimaanam, which is a document stating the marriage contract between the two families.

East India Ceremony:

In the East-Indian community at the ‘moya’ or shaving ceremony, the groom’s friends and relatives gather at his house to smear him with toothpaste, shoe polish and even egg yolks.
WEDDING MEMES

Take a break from the stress!

When Your Photography Budget Is Low On Your Wedding:

How You Think You Look In Pictures
How You Actually Look...

Her: Mom I Have Found The Perfect Thing For My Wedding!
Mom: What? A Groom?
Her: NO! My Wedding Lehenga With Pockets!!

Notification: Your Order Arriving Soon..
Girls:

Revolution Of Bridal Shoots

90's Bride
20's Bride

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2 GOLDEN RULES FOR A GOOD MARRIAGE
FIRST THE WIFE IS ALWAYS RIGHT
SECOND WHEN YOU FORGET IT SLAP YOURSELF AND REMEMBER RULE 1
PLAY TIME IS A MUST!

Can You Guess!
The movie names of the actors who recently got married!
1. A ghostly claim over a married man as he got married to a tree on which she resided!__________
2. An ambitious man who wants to be a ruler, claims the territory of a desert province but is unable to acquire the woman he so badly wanted!__________
3. Strong and independent woman fighting every situation to save her daughter from a deadly disease!__________

Unscramble To Know What Your Partner Needs

AYDOHIL | EADT | LANBEKT

OMRAIENT NDIENR | OGLN DVEIR

Play and tag us @iknockfashionofficial

Answers:
Phillauri, Padmaavat, The Sky Is Pink, Holiday, Dance, Blanket, Romantic Dinner, Long Drive
IKF QUIZ

Guess which state do these Indian brides belong to!

1. Rajasthan
2. Orissa
3. West Bengal

1. Punjab
2. Telangana
3. West Bengal

1. Kerala
2. Tamil Nadu
3. Goa

1. Maharashtra
2. Gujrat
3. Bihar

1. Manipur
2. Assam
3. Uttarakhand
IKF QUIZ

Guess which state do these Indian grooms belong to!

1. Rajasthan
2. J&K
3. West Bengal

1. Delhi
2. Punjab
3. U.P

1. Mizoram
2. Tripur
3. Manipur

1. West Bengal
2. Chattisgarh
3. Uttarakhand

1. Maharashtra
2. Andhra Pradesh
3. Gujrat
Marriage is when a man loses his Bachelor's Degree and a woman gets her Master's Degree!
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