

Satya Paul: Brand Satya Paul: India's premier fashion brand

Brand Satya Paul is well known for its innovative draping of clothes. The artist Satya Paul was born in Pakistan and came to India during the partition. He is the founder of the two best stores of India named Heritage and L'affaire. It is his son Puneet who along with his two partners founded the label Satya Paul named after his father in 1985. Brand Satya Paul is India's first fashion brand.

The liberal use of colours and experiments in form and style of clothes make brand Satya Paul a unique designer collection. The creations of Satya Paul are inspired by classical art, calligraphy, nature, sculptures and many other forms of art. Satya Paul saris, Satya Paul traditional wear and Satya Paul contemporary collections are hugely popular in India and abroad. Although the clothes come with an expensive price tag, they are worth it owing to their beauty and elegance.

In a fashion show Satya Paul showcased silhouettes that were feminine and glamorous. The collection displayed saris, lehengas, ball room gowns, tunics and kaftans. The fabrics used were chiffon, crepe, georgette and satin which had the oil painted look along with beautiful embellishments like mirror work, beads, jewels. The best part of this Satya Paul collection was the marine look given to clothes i.e. colours such as green, black and white and navy blue was used.

One of the most important contributions of Satya Paul to fashion is the innovative and beautiful way of draping Indian attire such as saris and salwar kameez. Satya Paul is a versatile brand which employs elements, designs and fabrics from all over the world. Satya Paul is a leading brand in women's wear not only in India but also abroad. It is hugely popular in countries like Japan, UAE, France, Italy, Germany and UK.

Satya Paul has an exclusive collection of ties named Tie Bar. Brand Satya Paul has a wide range of apparels consisting of saris, lehengas, bridal wear, salwar kameez and also scarves, bags, accessories and fabrics. The brand Satya Paul has stores spanning across India i.e. in New Delhi, Mumbai, Bangalore, and Hyderabad, Ahmedabad, Baroda and many more cities in India.

About the Author

Label24 is a Dubai based fashion shop. The collection at the store comprises of 24 different fashion designers such as [Satya Paul](#), Neeta Lulla, Priya Kataria Puri [Abdul Halder](#) and many more from across the Globe.

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