

## Ravi Bajaj: Apparels Affordable By One And All

Ravi Bajaj established his fashion house Salon de Ravi Bajaj when fashion in India was in its natal phase and was still developing. Ravi Bajaj, a native of Delhi, attended the American College of Applied Arts in London before launching his label in 1987. Ravi Bajaj introduced his eponymous label in 1987.

Ravi Bajaj has carved a niche for himself in the field of fashion. He was the first designer in India who introduced the idea of corporate uniforms to the corporate world when he designed uniforms for the staff of Jet Airways. Ravi Bajaj has designed uniforms for Taj Business Hotel, Group Four security, PVR cinemas and the entire chain of Apollo hospitals.

Ravi Bajaj gives a special touch to all his collections. Ravi Bajaj has established a reputation for himself in western as well as Indian traditional clothing. Ravi Bajaj has a boutique in Delhi wherein are displayed men's wear that are exquisite and expensive but worth every penny. The clothes include a blend of western and traditional Indian wear. One can find lapelled jackets, Nehru jackets, sherwanis, kurtas along with stylish pants in this boutique.

In one of his fashion shows Ravi Bajaj showcased the very Indian sari but in a different form. When it comes to India wear it is the sari that Ravi Bajaj prefers the most. This collection of saris included embroidered skirts that worked as petticoats worn beneath the sari. The embroidery was given a lace effect. The saris had transparent and luxurious fabrics such as chiffons, net, georgettes and organza. This collection witnessed Indian traditional art of shadow work magic on fabrics especially that of Lucknow on the saris. The colours used in this collection were peach, corn husk, daffodil, pink, lime, lettuce green and black and white.

Of late, Ravi Bajaj launched his prêt à porter i.e. ready to wear apparel store. Although the store contains clothes of haute couture that have the Ravi Bajaj magical touch the prices are such that suit one and all as Ravi Bajaj believes that by lowering the price his apparels will reach out to the masses and consequently increase his customer list.

## About the Author

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

Source: <http://www.southamericanarticles.info>