

We follow a simple mantra for self-appeasement. Change the way the world looks at you by changing the way you look. In today's world, appearances matter and appearances have become a mirror of what goes on within you. Beauty, grace, grooming and etiquette together constitute a minimum social code that defines your personality.

It makes or breaks your impression on the opposite person. A positive mind frame that's backed by a healthy body and presentable demeanor is the sign of a complete human being. Fashion today no longer is the reserve of the rich or glamorous, it has broken all barriers and pervaded all levels of society. Everybody wants to look good, feel good and make others feel good about themselves. On the same side, there has been a lot of study on part of fashion consumers.