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Eminent and emerging fashion designers of the Indian fashion industry borrow inspiration from Indian culture are creating new trends for every silhouette. With so many fashion weeks cropping up in the country, designers are facing a tough competition to meet the demands of the growing garment industry. Every season, the introduction of new fashion trends is leading to the escalating growth of the fashion and garment market. Wedding clothing for the groom and bride is one of the categories which are predominantly gaining popularity with increasing awareness.

### Salwar Kameez Designs for the bride

Assortment of wedding outfits has seen a humongous growth in past one decade. Gone are the days when brides used to get married in one Benarasi saree and that nine yard drape was being treasured as an heirloom piece. Today brides have plenty of options to choose from. With so many wedding ceremonies happening before and after the wedding day, this acts as a justifiable reason for the brides to shop; pertaining to each ceremony.

Designer salwar suits have always caught the limelight with its inventive cuts and silhouettes. Anarakali suits - the official dressing of Mughal era has undergone many stages of evolution. Anarakali suits are available in a variety of lengths ranging from short knee length frock size kalidar kurta to long ankle length Anarkali kurta. The latest salwar kameez design in 2012 collection has made these flirtatious Anarkali suits immensely popular among young girls.

Ace designers like Manish Malhotra, Ritu Kumar, JJ Valaya, Tarun Tahiliani's creations are woven in luxe fabrics, beautiful embellishments, intricately embroidered and enriched with stunning colors. Each every creation highlights different styles of salwar kameez designs, which simultaneously accentuate the richness of Indian textiles. Anarkali suits are the latest trend setters and works wonder for all special occasions be it is a wedding, sangeet ceremony or evening party. With a pinch of experimentation and urban twist, the attire looks ravishing on woman of any body type.

Kalidar suits for wedding occasions are available in a rich and warm palette while pastel shades recreate the magic during sultry summers. A-line suits and frock style short Anarakali suits made out of soft fabrics like cotton, chiffon and organza also proves to be an impeccable choice. Bling never goes out of fashion in India. Warm hues of crimson, green, fuchsia, tangerine, when mixed with dazzling silver and golden sparkles and sequins enhance the surreal beauty of the bride.

Other quirky elements that add a touch of femininity to a collection of salwar kameez is the use of flirtatious tassels. Beautiful metallic beads, colorful pom-poms, ghungroo beads, and sequined balls adorn the sleeve ends, necklines and waistlines that eventually add a pinch of mystery to the outfit.

### Sherwani Designs of the groom

While brides are bombarded with plenty of choices for their wedding day, menswear designers are leaving no stones unturned to offer new designs and collections for the groom. Kurta pyjama designs have always been the safest option for Indian grooms. But new innovations of finely crafted sherwani designs have given a new definition to Indian groom's wedding wear outfit. Highlighting the royal heritage clothing style of Rajputs, kings and Maharajas, sherwani is considered auspicious for weddings.

Latest styles in sherwani designs are decorated with beautiful embroidery, zari and zardozi work;

embellished with sequins, gemstones, precious and semi-precious stones. To add a majestic touch, a sherwani can also be worn with a pair of traditional dhoti pants. Indian fashion designers like Rohit Bal, Abu Jani-Sandeep Khosla and Tarun Tahiliani are creating designs every season that ablaze the ramp. According to the latest trends, soft velvets, affluent embroidery and beautiful brocade woven sherwani rule the wedding season. In terms of palette classic black, ivory white and sparkling gold are the colors that add a touch of elegance to the indisputable look of a sherwani.

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