

SHICHI



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Being well dressed hasn't much to do with having good clothes. It's a question of good balance and good common sense. " ● ● ●



ADD A TOUCH *of* ADDITIONAL

The hardest thing in fashion is not to be known for a logo, but to be known for a silhouette.

Luxury is the ease of a dress in a very expensive fashion. ● ● ●



Style

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● ● ● *Don't be into trends. Don't make fashion own you, but you decide what you are, what you want to express by the way you dress and the way to live."*

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Fashion



SHICHI



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Trend



*Anyone can get dressed up and glamorous, but it is how people dress
in their days off that are the most intriguing.*



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SHKF
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*"What you wear is how you present yourself to the world,
especially today, when human contacts are so quick.
Fashion is instant language."*





"Clothes mean nothing until someone lives in them. The dress must follow the body of a woman, not the body following the shape of the dress."



Kaya Collection



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SHKF
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