

Closet AI

Complete Indian Fashion Knowledge Base

For RAG System Integration

Generated: January 04, 2026

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1. Color Theory for Indian Skin Tones

Understanding Undertones in Indian Skin

Indian skin tones range from very fair to deep dark, but the key to finding flattering colors is understanding undertones. Unlike the simplified warm/cool classification, Indian skin often has complex undertones.

Indian Skin Tone Categories

Category	Description	Best Colors	Avoid
Fair with Warm Undertones	Peachy, golden beige, olive fair	Warm reds, oranges, golds, earthy tones	Cool pinks, icy blues, silver
Fair with Cool Undertones	Pink or rosy fair	Cool pinks, purples, emerald, royal blue	Orange, mustard, warm browns
Medium Warm (Wheatish)	Golden, olive medium, tan	Rich reds, burnt orange, mustard, teal, purple	Pastels, neon colors
Medium Deep (Dusky)	Deep golden, caramel	Jewel tones, bright colors, metallics	Muddy browns, dull grays
Deep Dark	Rich brown, ebony	Bold jewel tones, bright whites, metallics	Very dark colors that blend

Traditional Indian Color Meanings

Colors carry deep cultural significance in Indian fashion:

Red (Laal): Auspicious, worn by brides, symbolizes prosperity and fertility. Perfect for weddings and celebrations.

Yellow/Gold (Peela/Sona): Auspicious, represents knowledge and learning. Common in religious ceremonies and spring festivals.

Green (Hara): Symbolizes new beginnings and harvest. Popular in traditional and festive wear, especially in Muslim communities.

White (Safed): Purity and peace. Traditionally worn for mourning in Hinduism, but also worn by widows. Modern fashion uses it neutrally.

Black (Kaala): Traditionally avoided for auspicious occasions, but modern fashion embraces it. Still avoided by some for weddings and religious events.

Orange (Narangi/Kesariya): Sacred color, represents fire and purity. Common in religious contexts and festive occasions.

Pink (Gulabi): Romantic, feminine, increasingly popular for modern Indian wear.

Blue (Neela): Associated with Krishna, represents infinity. Very popular in contemporary Indian fashion.

2. Traditional Indian Garments

Saree Styling Guide

The saree is a 6-9 yard unstitched fabric draped around the body. Styling varies by region, occasion, and personal preference.

Saree Types & Occasions:

- **Silk Saree (Kanjeevaram, Banarasi):** Heavy, rich, formal. Best for weddings, religious ceremonies. Pair with traditional gold jewelry, heavy blouse.
- **Cotton Saree:** Comfortable, everyday wear. Perfect for hot weather. Can be casual or formal depending on print/weave.
- **Georgette/Chiffon Saree:** Lightweight, modern, easy to drape. Great for parties and offices. Can be dressed up or down.
- **Designer Saree:** Contemporary cuts, fusion styles. Perfect for cocktail parties, receptions. Often pre-stitched or easy to drape.

Blouse Styling Tips:

- Traditional: Elbow-length sleeves, high neck for formal occasions
- Modern: Sleeveless, backless, off-shoulder for contemporary look
- Color: Contrasting blouse for bold look, matching for elegant look
- Embellishments: Heavy work on blouse if saree is simple, vice versa

Salwar Kameez Variations

Three-piece outfit: Kameez (top), Salwar/Churidar (bottom), Dupatta (scarf). Most versatile Indian outfit, suitable for daily wear to formal occasions.

Style	Description	Best For	Styling
Anarkali	Long, flowing gown-like kameez	Parties, weddings, festivals	Statement jewelry, juttis/heels
Straight Cut	Simple straight kameez	Office, daily wear, casual events	Minimal jewelry, flats or low heels
A-Line	Fitted top, flared bottom	All occasions, very flattering	Medium jewelry, any footwear
Palazzo Suit	Kameez with wide-leg palazzo pants	Casual to semi-formal	Long earrings, flats or wedges
Sharara Suit	Kameez with flared sharara pants	Weddings, festivals	Heavy jewelry, heels

Lehenga Choli

Three-piece: Choli (blouse), Lehenga (long skirt), Dupatta. Traditional bridal and festive wear. Variations from simple to heavily embroidered.

- **Body Type Flattery:** A-line lehenga suits all body types. Mermaid cut for hourglass. Flared for pear shapes.
- **Color Coordination:** Monochrome for elegance, contrasting for bold statement, gradient for modern look.
- **Dupatta Draping:** Over one shoulder, across chest, around arms, or on head for traditional look.
- **Footwear:** Heels are essential (lehenga hemline should just touch ground with heels on).

Kurta & Indo-Western Wear

Kurtas are versatile Indian tops worn by all genders. Modern variations blend Indian and Western aesthetics.

Women's Kurta Styling:

- With Jeans: Casual, modern look. Long kurta works best. Add juttis or sneakers.
- With Leggings: Most common combination. Add long earrings and bangles.
- With Palazzos: Trendy, comfortable. Great for summer. Keep jewelry minimal.
- With Skirts: Fusion look. Short kurta with maxi skirt or long kurta with short skirt.
- As Tunic: Wear kurta as top with jeans/pants. Belt it for shape.

Men's Kurta Styling:

- Kurta Pajama: Traditional, comfortable. For religious occasions, festivals. Pair with Nehru jacket for formal look.
- Kurta with Jeans: Modern, casual. Short kurta works best. Add loafers or sneakers.
- Pathani Suit: Kurta with straight-cut pants. More formal than kurta pajama.
- Indo-Western: Kurta with waistcoat, blazer, or jacket. Very contemporary.

3. Indian Occasion Styling

Wedding Guest Styling

Indian weddings are multi-day events with different dress codes. Here's how to dress:

Event	Dress Code	What to Wear	Jewelry
Haldi/Mehendi	Bright, casual	Bright yellow/orange kurta, floral lehenga, light saree	Floral jewelry, minimal gold
Sangeet	Glamorous, party	Designer lehenga, gown, shimmery saree	Statement pieces, kunkun, tikka
Wedding Ceremony	Traditional, formal	Silk saree, heavy lehenga, designer anarkali	Full set: necklace, earrings, bangles, tikka
Reception	Elegant, modern	Gown, designer saree, Indo-western	Elegant, can be contemporary

Wedding Guest Rules:

- Avoid Pure White: Traditionally reserved for widows/mourning. Ivory/cream okay.
- Avoid Pure Black: Some families consider it inauspicious. Okay if it's family-approved.
- Never Outshine the Bride: Avoid red/pink if bride is wearing it (ask family).
- Check Regional Customs: South Indian vs North Indian weddings have different norms.
- Consider Venue: Garden wedding = lighter fabrics. Banquet hall = heavier options.

Festival Dressing

Major Indian Festivals:

Diwali: Traditional, festive colors (red, gold, yellow, orange). Silk sarees, lehengas, kurtas. Heavy jewelry welcome.

Holi: White or light colors that can get stained. Old clothes recommended. Casual kurtas, light cotton. Minimal jewelry.

Eid: New, elegant clothes. Pastels or jewel tones. Sherwanis, anarkalis, embroidered kurtas. Traditional jewelry.

Navratri/Garba: Bright chaniya cholis, colorful lehengas. Each day traditionally has a color. Oxidized jewelry, bangles essential.

Raksha Bandhan: Casual to semi-formal. Traditional kurtas, simple sarees. Sisters often coordinate colors.

Karva Chauth: Red, pink, orange sarees or suits. Traditional, heavily accessorized. Bridal-like makeup and jewelry.

Office & Professional Wear

Indian workplaces vary from very traditional to ultra-modern. Adapt to your company culture:

Conservative Professional (Banks, Law, Government):

- Women: Cotton or silk sarees in muted colors. Simple salwar kameez. Avoid sleeveless, short lengths.
- Men: Formal shirts and trousers. Bandhgala or safari suits. Avoid jeans.
- Colors: Navy, black, grey, brown, muted tones. Avoid bright colors.
- Jewelry: Minimal and traditional. Simple earrings, watch, wedding jewelry only.

Modern Professional (IT, Startups, Creative):

- Women: Western formals, fusion wear, kurtas with jeans, modern sarees. More flexibility in colors and styles.
- Men: Shirts, trousers, chinos. Smart kurtas with jeans. Sneakers often acceptable.
- Colors: More freedom. Can experiment with trends and patterns.
- Smart Casual Fridays: Dark jeans, casual kurtas, ethnic wear all acceptable.

Religious & Temple Visits

- Coverage: Shoulders and knees must be covered. No sleeveless or shorts.
- Modest: Avoid tight, transparent, or revealing clothes.
- Footwear: Will be removed. Wear socks if preferred, easy-to-remove shoes.
- Traditional Preferred: Sarees, salwar kameez, dhoti-kurta appreciated.
- Colors: Any color acceptable except black in some temples (check specific rules).
- Head Covering: May be required in some places of worship (especially Sikh gurudwaras).

4. Weather & Climate Adaptation

India's Diverse Climate Zones

India has extreme climate variations. Dressing appropriately is crucial for comfort:

Region	Climate	Best Fabrics	Style Notes
North (Delhi, Punjab)	Extreme: Very hot summer, cold winter	Summer: Cotton, linen Winter: Wool, silk	Layering essential in winter
South (Chennai, Bangalore)	Hot & humid year-round	Light cotton, linen, breathable fabrics	Avoid heavy embroidery
West Coast (Mumbai, Goa)	Humid, monsoon heavy	Quick-dry, cotton Avoid silk in monsoon	Always carry light jacket
East (Kolkata)	Hot & humid summer, mild winter	Cotton, light fabrics winter needs light wool	Monsoon requires waterproof options
Northeast (Shillong)	Cool, heavy rainfall	Warm fabrics, layers, waterproof	Western wear more common
Hill Stations (Shimla, Ooty)	Cool to cold year-round	Wool, fleece, warm layers	Western and traditional both work

Summer Dressing (March-June)

Temperatures: 30-45°C (86-113°F). Focus on breathability and sun protection.

- Fabrics:** Pure cotton (best), linen, khadi, lightweight silk blends. Avoid synthetics (polyester, nylon) - they trap heat.
- Colors:** Light colors reflect heat (white, cream, pastels). Avoid black and dark colors in peak summer.
- Coverage:** Loose, breathable coverage is cooler than exposed skin in direct sun. Long kurtas, loose pants, dupatta for sun protection.
- Traditional Advantage:** Sarees and salwar kameez are designed for hot climates - natural fabrics and loose fit allow air circulation.
- Footwear:** Open sandals, juttis with breathable material. Avoid closed shoes if possible.
- Accessories:** Light cotton dupatta doubles as sun protection. Sunglasses essential. Avoid heavy jewelry (heats up in sun).

Monsoon Dressing (July-September)

Heavy rainfall requires practical yet stylish adaptations:

- Avoid:** Silk sarees (water stains), long lehengas (drag in water), white/light colors (muddy splashes show), heavy embroidery (gets ruined).
- Best Choices:** Synthetic sarees (dry quickly), kurtas with cropped pants/capris, knee-length or shorter hemlines, darker colors.
- Fabrics:** Synthetic blends (dry quickly), cotton blends. Pure cotton takes too long to dry.
- Footwear:** Rubber sandals, waterproof shoes. Avoid suede, leather, fabric shoes. Keep backup pair at work.

- **Dupatta:** Skip it or wear a short, manageable one. Long dupattas get wet and messy.
- **Carry:** Extra set of clothes at work, umbrella, waterproof bag. Plastic bag for wet clothes.

Winter Dressing (November-February)

Varies greatly by region. North India needs heavy layers, South India just light jackets:

- **North India (Cold):** Wool shawls over suits, silk sarees with velvet blouse, heavy jackets, thermal wear underneath.
- **South India (Mild):** Light cardigans, cotton shawls, can still wear regular cotton.
- **Layering Indian Wear:** Shawl/stole over kurta, long jackets over anarkalis, leggings/thermals under salwar.
- **Fabrics:** Wool, silk, velvet, pashmina. Blends of cotton with warmer materials.
- **Accessories:** Wool/pashmina shawls are essential. Can be traditional or modern prints.
- **Footwear:** Closed shoes, boots. Still avoid in temples though.

5. Fabric Knowledge (Indian Context)

Fabric	Characteristics	Best For	Care
Cotton	Breathable, comfortable, absorbs sweat	Daily wear, summer, hot climate	Machine wash, iron on high
Silk	Luxurious, drapes well, temperature regulating	Weddings, formal events, special occasions	Dry clean or gentle hand wash
Khadi	Hand-spun cotton, breathable, eco-friendly	Summer, patriotic events, casual wear	Hand wash, line dry
Chanderi	Light, sheer, has sheen, cotton-silk blend	Semi-formal, summer weddings, light sarees	Dry clean preferred
Banarasi	Heavy silk with gold/silver brocade	Grand weddings, festive occasions	Dry clean only
Georgette	Synthetic, flows well, easy to drape	Modern sarees, party wear, office wear	Machine wash gentle, hang dry
Chiffon	Very light, sheer, flowy	Evening wear, modern sarees, dupattas	Hand wash or dry clean
Linen	Breathable, wrinkles easily, crisp	Hot weather, casual kurtas, summer sarees	Machine wash, iron while damp
Velvet	Rich, heavy, warm, luxurious feel	Winter weddings, festive wear (winter)	Dry clean only
Jamawar	Woven wool with intricate patterns	Winter weddings, shawls, sherwanis	Dry clean, store with care

Fabric Quality Indicators

- **Cotton:** Higher thread count = better quality. Should feel soft, not rough. Pure cotton burns leaving ash, synthetic melts.
- **Silk:** Real silk feels cool to touch and warms with body heat. Shimmers differently from different angles. Expensive but worth it for special occasions.
- **Check Weave:** Hold up to light. Tight, even weave = good quality. Loose, uneven = poor quality.
- **Smell Test:** Quality fabric has minimal chemical smell. Strong chemical smell = cheap processing.
- **Price Indicator:** If it seems too cheap for silk/pure cotton, it probably is. Blends are fine but should be disclosed.

6. Pattern Mixing (Indian Textiles)

Traditional Indian Patterns

Paisley (Mango/Ambi): Teardrop shape with curved tip. Very traditional, appears in sarees, dupattas, sherwanis.

Block Print: Hand-carved wooden block stamps. Geometric or floral. Common in Rajasthani and Gujarati textiles.

Ikat: Resist-dye technique creating feathered patterns. Found in Pochampally, Odisha textiles.

Bandhani (Tie-Dye): Small tied dots creating patterns. Bright colors. Traditional in Rajasthan and Gujarat.

Kalamkari: Hand-painted or block-printed with natural dyes. Mythological scenes common. Andhra Pradesh specialty.

Phulkari: Embroidered floral patterns from Punjab. Bright thread on cotton.

Zari Work: Gold or silver metallic thread embroidery. Very traditional, formal wear.

Chikankari: White thread embroidery on light fabric. Lucknow specialty. Elegant, feminine.

Pattern Mixing Rules for Indian Wear

- **Traditional Wisdom:** In Indian wear, heavy patterns are usually the statement. Keep everything else simple.
- **Saree + Blouse:** If saree has heavy border/pallu, keep blouse simple. If saree is plain, blouse can have pattern.
- **Suit + Dupatta:** If suit is heavily printed, dupatta should be plain or subtle. If suit is plain, dupatta can have border work.
- **Safe Combinations:** Paisley with stripes (same color family), block print with solid colors, small prints with larger prints (vary scale).
- **Avoid:** Multiple heavy traditional patterns together (bandhani + brocade = too much). Multiple metallics (zari + sequins + gotta = overwhelming).
- **Modern Approach:** Printed kurta with solid bottoms. Printed pants with solid top. Never both printed.

7. Jewelry & Accessories

Essential Indian Jewelry

Jewelry	Description	Worn With	Occasion
Maang Tikka	Head jewelry from hairtop to forehead	Lehenga, saree, anarkali	Weddings, festivals
Nath (Nose Ring)	Traditional nose ring, large or small	Traditional outfits, weddings	Weddings (brides), festivals
Jhumkas	Bell-shaped dangling earrings	Any traditional outfit	Daily to formal
Choker	Short necklace around neck	Traditional outfits	Weddings, parties
Rani Haar	Long, elaborate necklace	Heavy sarees, lehengas	Weddings only
Bangles	Multiple thin circles on wrist	Traditional outfits, essential	Daily to weddings
Kada	Single thick bracelet	Casual or formal outfits	All occasions
Payal/Anklets	Worn on ankles	When feet visible (saree, lehenga)	Weddings, festivals
Kamarbandh (Waist Belt)	Decorative belt	Lehenga, saree	Weddings

Gold vs. Silver vs. Oxidized

- **Gold (Traditional):** Most auspicious in Indian culture. Mandatory for weddings. Goes with warm colors (red, orange, yellow, green). Heirloom pieces often gold.
- **Silver:** More affordable, versatile. Goes with cool colors (blue, purple, white, grey). Common in everyday wear and certain regional styles.
- **Oxidized/Temple Jewelry:** Antique finish, usually silver-toned. Very trendy now. Goes with ethnic wear, gives traditional yet contemporary look.
- **Kundan:** Gold with gemstones. Very traditional, heavy, expensive. Bridal jewelry.
- **Polki:** Uncut diamonds in gold. Similar to kundan but with diamonds. Royal, expensive, bridal.
- **Mixing Metals:** Generally avoid mixing gold and silver in Indian wear. Choose one metal tone per outfit.

Jewelry Styling Rules

- **Heavy Outfit = Light Jewelry:** If outfit has heavy embroidery, keep jewelry minimal.
- **Simple Outfit = Statement Jewelry:** Plain saree can take heavy necklace and earrings.
- **Neckline Matters:** High neck = skip necklace, go for earrings. Deep neck = statement necklace works.

- **Complete the Set:** Traditional rule - if wearing necklace, must wear earrings and bangles. Modern style allows just one statement piece.
- **Day vs. Night:** Daytime = subtle, minimal. Evening/events = can go heavier.
- **Match Metal to Outfit Tone:** Warm colors = gold. Cool colors = silver/oxidized.

Footwear & Bags

- **Juttis/Mojaris:** Traditional flat shoes with embroidery. Perfect with ethnic wear. Very comfortable.
- **Kolhapuris:** Leather sandals, casual, comfortable. Good for daily ethnic wear.
- **Heels with Indian Wear:** Essential for lehengas (for proper hemline). Match color to outfit. Nude/gold are most versatile.
- **Ethnic Bags:** Potli bags (drawstring), embroidered clutches for formal events. Jute bags for casual.
- **Modern Fusion:** Sneakers with kurta-jeans is trending. Leather bags can work with Indo-western looks.
- **Color Matching:** Footwear and bag don't have to match exactly in Indian wear, but should be in same color family or complement outfit.

8. Sustainable Indian Fashion

Traditional Practices are Sustainable

Many Indian fashion traditions are inherently sustainable:

- **Handloom:** Hand-woven textiles use no electricity, support artisan livelihoods. Khadi, handloom cotton, silk are eco-friendly choices.
- **Natural Dyes:** Traditional methods used plants, minerals. Some artisans still practice this (though modern chemical dyes are common).
- **Repair & Reuse:** Traditional to repair embroidery, re-stitch blouses, reuse saree fabric for other garments.
- **Heirloom Pieces:** Wedding sarees, jewelry passed through generations. Quality pieces that last decades.
- **Versatility:** Sarees can be draped differently, kurtas can be styled multiple ways, reducing need for new clothes.
- **Local Production:** Many traditional garments are locally made, reducing carbon footprint from transportation.

How to Shop Sustainably in India

- **Choose Handloom:** Buy from government emporiums, handloom stores. Look for handloom mark certification.
- **Natural Fibers:** Cotton, silk, linen over polyester, nylon. Better for environment and your skin.
- **Local Artisans:** Buy from craft fairs, directly from weavers when possible. Supports traditional crafts.
- **Quality over Quantity:** One well-made silk saree lasts 20+ years. Fast fashion piece lasts a season.
- **Repair & Reuse:** Take clothes to tailor for repairs. Repurpose old sarees into cushion covers, bags.
- **Second-Hand:** Vintage sarees, pre-loved lehengas increasingly available online. Rental services for heavy wedding wear.
- **Avoid Fast Fashion:** Cheap sarees, low-quality synthetic suits damage quickly, end up in landfills.

Cost-Per-Wear Analysis

Calculate true value by dividing cost by number of wears:

- ■**500 polyester kurta worn 5 times:** ■100 per wear
- ■**3,000 quality cotton kurta worn 50 times:** ■60 per wear (better value!)
- ■**50,000 wedding lehenga worn once:** ■50,000 per wear (consider rental or resale)
- ■**15,000 silk saree worn 30 times over years:** ■500 per wear (excellent investment)

Pro Tip: Quality ethnic wear has better cost-per-wear than fast fashion because it lasts for years and remains timeless.

9. Regional Style Variations

India's fashion varies significantly by region. Understanding these helps appreciate diversity and dress appropriately when visiting different parts of India:

Region	Signature Styles	Colors	Fabrics
Punjab	Patiala salwar, Phulkari dupatta, heavy jewelry	Bright: Pink, red, yellow, orange	Cotton, silk, heavy embroidery
Rajasthan	Bandhani, mirror work, ghagra choli	Vibrant: Red, yellow, green, pink	Cotton, silk, block prints
Gujarat	Chaniya choli, bandhani, tie-dye	Bright festival colors, mirror work	Cotton, silk, Khadi
Maharashtra	Paithani saree, Nauvari saree, simple elegance	Rich: Purple, green, red, gold	Silk (Paithani)
Kerala	Kasavu saree (white with gold), mundu	White and gold (traditional)	Cotton with gold border
Tamil Nadu	Kanjeevaram silk saree, heavy temple jewelry	Bright contrasting colors	Heavy silk with zari
West Bengal	Tant saree, Bengali style draping	Red & white (traditional), pastels	Cotton (Tant), silk (Baluchari)
Northeast	Tribal patterns, woven textiles, modern fusion	Natural, earthy, some bright	Handloom cotton, local weaves

Metropolitan vs. Small Town Fashion

- **Big Cities (Mumbai, Delhi, Bangalore, etc.):** More Western influence, fusion wear common, fast fashion prevalent, formal workwear standard, shorter hemlines acceptable, modern interpretations of traditional wear.
- **Small Towns & Rural Areas:** Traditional wear more common, modesty valued more, longer hemlines preferred, local/regional styles prominent, handloom more common, festivals see elaborate traditional dressing.
- **Travel Tip:** When traveling from metro to smaller towns, dress more conservatively. Carry dupatta, avoid sleeveless/shorts, respect local customs.

10. Modern Indian Fusion

What is Indo-Western?

Indo-Western combines Indian and Western elements. Very popular among young Indians and for contemporary events.

- **Kurta + Jeans:** Most common fusion. Long kurta with skinny/straight jeans. Add heels or sneakers.
- **Saree + Blazer:** Modern take. Drape saree, add fitted blazer instead of traditional blouse.
- **Lehenga + Crop Top:** Replace traditional choli with modern crop top. Very trendy for reception parties.
- **Palazzo + Western Top:** Printed palazzos with fitted tank top or crop top.
- **Dhoti Pants + Shirt:** Modern dhoti-style pants with button-up shirt or crop top.
- **Cape + Traditional Outfit:** Add long cape over lehenga or anarkali for dramatic effect.
- **Jacket + Kurta:** Denim jacket or leather jacket over traditional kurta.
- **Anarkali + Pants:** Replace churidar with straight pants or jeans under anarkali.

Contemporary Styling Tips

- **Play with Lengths:** Mix short and long (crop top + long skirt, short kurta + long vest).
- **Unexpected Pairings:** Traditional textiles in Western silhouettes (brocade blazer, ikat pants).
- **Minimal Jewelry:** Fusion looks work well with minimal, contemporary jewelry rather than heavy traditional pieces.
- **Statement Piece:** Let one element be traditional/bold, keep rest modern/simple.
- **Footwear Freedom:** Sneakers with ethnic wear is very trendy. Boots with kurtas work too.
- **Breaking Rules:** Modern Indian fashion encourages experimentation. If it feels right and looks good, go for it.

Bollywood Influence

Bollywood heavily influences Indian fashion trends. What celebrities wear at events often becomes popular within weeks. Current trends include:

- Co-ord sets (matching crop top and skirt/pants)
- Pastel colors for ethnic wear
- Cape sleeves and cape additions
- Pant-style sarees (pre-stitched)
- Dhoti-style draping
- Metallic and shimmer in ethnic wear
- Minimalist jewelry with heavy outfits
- Sneakers with ethnic wear

11. Shopping in India

Where to Shop

Venue Type	Price	Best For	Tips
Local Markets	₹500-5000	Casual wear, daily kurtas, dupattas	Bargain aggressively, check quality carefully
Designer Boutiques	₹10,000+	Wedding wear, luxury pieces	Customization available, book appointments
Department Stores	₹2000-15000	Mid-range ethnic and Western	Fixed prices, good for return policies
Government Emporiums	₹3000-30000	Authentic handloom, regional crafts	Fixed prices, certified quality, no bargaining
Online Platforms	₹500-50000	Everything, convenient	Check reviews, return policy, size charts
Exhibitions/ Fairs	₹2000-20000	Artisan products, unique pieces	Directly support artisans, negotiate
Bridal Shops	₹20,000+	Complete wedding trousseau	Book months ahead, multiple fittings

Bargaining in Indian Markets

- **Where to Bargain:** Local markets, street vendors, small shops. NOT in malls, department stores, or fixed-price shops.
- **Starting Point:** Vendor's first price is usually 2-3x actual. Start at 40-50% of asking price.
- **Be Respectful:** Polite bargaining is expected. Aggressive or rude behavior is disrespectful.
- **Walk Away Tactic:** If price isn't coming down, walk away. Vendor often calls you back with better offer.
- **Bulk Discount:** Buying multiple items? Negotiate better rate for buying more.
- **Cash Advantage:** Offering cash sometimes gets you better price than card payment (vendor saves processing fee).
- **Know Rough Value:** Check prices at fixed-price stores first to know reasonable range.
- **Tourist Areas:** Prices are inflated. Bargain harder or shop where locals shop.

Tailoring & Customization

Tailoring is common in India. Most people get clothes custom-stitched rather than buying ready-made, especially for traditional wear.

- **Find Good Tailor:** Ask locals for recommendations. Good tailors are worth their weight in gold.
- **Measurements:** Get measured properly. Take a friend if communication is difficult.
- **Reference:** Bring picture of what you want or an existing garment for reference.
- **Fabric Selection:** Tailor can help choose fabric from market or you bring your own.
- **Fitting:** Always go for at least one fitting before final stitching. Two fittings for important pieces.

- **Timeline:** Simple kurta = 3-7 days. Wedding outfit = 3-4 weeks. Account for fittings and adjustments.
- **Pricing:** Stitching charges separate from fabric cost. Simple kurta stitching = ₹300-800. Complex lehenga = ₹5,000-15,000.
- **Blouse:** Saree blouses always custom-stitched in India. Bring saree when getting blouse stitched.

12. Care & Maintenance

Fabric-Specific Care

Fabric	Washing	Drying	Storage	Special Care
Silk Saree	Dry clean only or gentle hand wash	Never wring, roll in towel	Wrap in muslin, avoid plastic	Air out every 3-6 months, avoid perfume
Cotton	Machine wash cold/warm	Line dry or tumble low	Clean, dry, folded	Iron on high heat when damp
Embroidered/ Zari Work	Dry clean only	Hang or lay flat	Cover with cloth, not plastic	Keep away from moisture
Chiffon/ Georgette	Hand wash gentle or dry clean	Hang dry, no wringing	Hanging or loosely folded	Steam instead of iron
Wool (Shawls)	Dry clean or hand wash cold	Lay flat to dry	Folded with naphtha balls	Air out before storing away
Leather (Shoes/Bags)	Wipe with damp cloth	Air dry away from heat	Stuff with paper, dust bags	Condition regularly, avoid moisture

Stain Removal (Indian Context)

- **Turmeric (Haldi):** Fresh stain - wash with soap immediately. Old stain - apply lemon juice, keep in sun for few hours, then wash.
- **Mehendi/Henna:** Act fast. Cold water rinse immediately. Vinegar solution can help. May need professional cleaning.
- **Food Stains (Oil, Curry):** Blot (don't rub). Apply talcum powder to absorb oil. Dish soap works well on oil stains.
- **Sweat Stains:** Very common in Indian climate. Vinegar solution before washing. For whites, baking soda paste.
- **Color Bleeding:** Separate bright colors in first wash. If bleeding occurs, don't dry - rewash immediately.
- **Mildew (Monsoon):** Brush off outdoors. Vinegar or lemon juice. Sun-dry thoroughly. Prevention better than cure - keep clothes dry.

Monsoon Season Clothing Care

Humidity during monsoons can damage clothes. Special care needed:

- Ensure clothes are completely dry before storing (dampness causes mildew)
- Use silica gel packets or naphthalene balls in cupboards
- Air out wardrobes regularly - keep doors open on sunny days
- Iron clothes even if going to hang - heat kills mildew spores
- Don't pack clothes too tightly - air circulation important
- Check leather items frequently - mold grows fast
- Sun-dry everything thoroughly when possible

- Separate worn clothes immediately - sweat + humidity = mildew

Jewelry Care

- **Gold:** Clean with mild soap and soft brush. Dry thoroughly. Store in separate compartments to prevent scratching.
- **Silver:** Tarnishes in humidity. Polish regularly with silver cloth. Store in anti-tarnish cloth or airtight container.
- **Oxidized Jewelry:** Don't use silver polish (removes oxidized finish). Wipe gently with dry cloth only.
- **Pearls:** Wipe after every use (sweat damages them). Store separately. Never spray perfume directly on pearls.
- **Kundan/Polki:** Very delicate. Dry clean only (no water). Store in original box with soft lining.
- **Costume/Fashion Jewelry:** Keep away from water and perfume. Store in zip-lock bags to prevent tarnishing.

Appendix: Quick Reference Guides

Sizing Chart (Indian Standards)

Size	Bust (inches)	Waist (inches)	Hip (inches)	Height Range
XS	30-32	24-26	32-34	5'0"-5'3"
S	32-34	26-28	34-36	5'2"-5'5"
M	34-36	28-30	36-38	5'4"-5'7"
L	36-38	30-32	38-40	5'5"-5'9"
XL	38-40	32-34	40-42	5'6"-5'10"
XXL	40-44	34-38	42-46	5'7"+

Note: Sizing varies significantly between brands in India. Always check individual brand size charts. Many Indian brands run smaller than Western sizes.

Essential Hindi Fashion Vocabulary

English	Hindi	Pronunciation
Clothes	Kapde	kup-day
Color	Rang	rung
Size	Naap/Size	naap
Price	Keemat/Dam	kee-mut
Expensive	Mehenga	may-hen-gah
Cheap	Sasta	sus-tah
Beautiful	Sundar	soon-dur
Fitting Room	Trial Room	trial room
Discount	Chhoot	choot
Bargain	Mol-bhav	mole-bhav
Tailor	Darzi	dur-zee
Stitch	Selayi	see-lie

End of Knowledge Base

This comprehensive knowledge base covers the essentials of Indian fashion styling for the Closet AI assistant. Use this information to provide culturally-aware, practical, and authentic fashion advice for users in India.

Remember: Fashion rules are guidelines, not restrictions. Encourage users to experiment, respect traditions while embracing modernity, and above all - feel confident in what they wear.

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