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The long length of garment in rich hues weaves and warps, is just another few yards of textile, till it is draped. Saree is the world's oldest surviving fashion statement. Saree is essentially Indian in nature and was best suited to local climatic conditions. Times changed and sarees patterns changed too, and after many changes, evolution and styles later, it is today the primary wear of the Indian woman and still the only wear for the rural Indian woman. More than 75% of the population of the Indian subcontinent wears the sari, in one form or the other.

Saree is still considered the best dress for occasions like marriages, festivals and gifting to women, across the length and breadth of the country. Another interesting thing that is now seen is the adaptation of the sari for nouveau fashion styles, even by some European fashion houses.

Indian clothes are fast gaining prominence in the global market. In India, almost every state has its own distinctive style and ways of dressing and one can see that ethnic wear really rules Indian style of dressing. Indian clothes, though traditional and ethnic in their appeal, have a large market due to the versatility it offers. Indian clothes can be structured to look really modern and even ethnic, at the same time. From being rich and elaborate to being glamorous and sensual, Indian clothes have a lot more to offer than you could ever imagine. Take a peek into some of the basics of Indian clothing and why these are a rage even today.

The sari is preferred as the best attire for all formal occasions and festivals. A travel through the various regions of the country highlights the numerous versions of the saree available in each state. Cotton sarees are easy to manage and are very comfortable during the hot summer months. The silks are used as formal wear.

Indian people always prefer Indian traditional clothing despite where they live, let it be India or abroad mostly Indian people especially women prefer to wear Indian traditional clothing but people who lives in abroad are facing so many challenges to buy these products at the places they live though they find a Indian Clothing store the stock availability is very limited and prices are so High.

Considering all these challenges we introduced IndianTAG an online platform designed especially for Indians who lives in abroad, This innovative platform allows people to buy products like sarees, Salwar kameez, kurtis, Lehenga choli and more directly from the manufacturers at Wholesale price. Ultimately the price that we offer for the customers including shipping charges is quite cheaper than the Indian Market price.

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