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Worn by both men and women in South Asia and Central Asia, Salwar Kameez is a very traditional, comfortable wear liked by people irrespective of their religion, gender, age and shape. It can be combined with matching duppata if wanted.

Salwar Kameez is worn in India by women. Started as wear by traditional Egyptian people in 10th century, it has gained worldwide acceptance for its comfortability.

Fabrics Mostly used fabrics are cotton, silk, crepe, net, chiffon, georgette, brasso, brocade, and satin etc.

The most common of all of them is the cotton and silk. Salwar Kameez also comes in other fabrics like faux georgette, faux crepe, faux chiffon, silk cotton, tussar silk, raw dupion silk etc. The artworks like zari, zardozi, embroidery, diamante work, beads embroidery work; kundan work, mirror work, sequins work, abstract print etc make them appealing to wear.

The most common wear, the salwar kameez is available in a variety of colors including the preferred bright colors like maroon, red, blue, green, magenta, purple, beige, brown, turquoise, violet, rust etc. They also come in white, orange, pink, light blue, light green, off white, golden, silver etc.

The different types of Salwar Kameez available are:

• **Patialas:** This is the most common type of salwar kameez worn in North-India. They are popular for their loose salwars and body-fitting or loose kamezs. They can be worn by women of all sizes, but are preferable for healthy women with a voluptuous figure.

• **Tight Churidars:** Popularized in the 80's by Bollywood celebrities, this clothing has made a comeback. They look good on slim, hourglass figured women.

• **Anarkalis:** These are salwars with a large circumference.

• **Common Long Salwar Kameez:** This is the most wore of all the types of Salwar Kameez. It looks good on women of any size, and can be worn for daily use.

According to sleeves, the salwar kameez can be divided into 4 major categories: sleeveless, short sleeve, half sleeve, three-fourth sleeve, and full sleeves. They can be custom designed. Customers can choose from a wide variety of neck designs, salwar designs, sleeves, art works, and cut length.

Salwar Kameez can be worn for all type of festivals, occasion, family function, or casually. They are usually available starting from the range of Rs 100/.

Celebrities have made this costume popular with regular endorsements and wearing of this costume. The most famous are the Anarkalis and Patialas.

The famous Indian designers like Rohit Bal, Manish Malhotra, Tarun Tahiliani, Agnimitra Paul, Ritu Kumar and Ritu Beri have come up with some mind-boggling and intricating designs in salwar kameez which is like each and every celebrity all over the world. The famous fashion shows like Milan, Paris and New York have recently added salwar kameez to their ramps.

The most sought after traditional and ethnic wear after saree is the salwar kameez. Started as a traditional wear in North India, It has grown its boundaries to all the state in India. In recent years to come, Salwar kameez will cross all boundaries and rule the cloth market all over the world.

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