



WOMEN SHOULD LOOK LIKE WOMEN.
A PIECE OF CARDBOARD
HAS NO SEXUALITY



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POONAM
DESIGNS

SIMPLICITY

• DESIGN NUMBER 1004 •

INTRIGUING



ANYONE CAN GET DRESSED UP AND GLAMOROUS,
BUT IT IS HOW PEOPLE DRESS IN
THEIR DAYS OFF THAT ARE
THE MOST INTRIGUING
•DESIGN NUMBER.1007•



POONAM
SUTHERLAND



• DESIGN NUMBER.1001 •

IMPORTANT



OVER THE YEARS I HAVE LEARNED THAT WHAT IS IMPORTANT
IN A DRESS IS THE WOMAN WHO IS WEARING IT

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1001



1002



1003



1004



1005



1006



1007



1008



1009



1010



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DECIDING

I WEAR MY SORT OF CLOTHES TO SAVE ME THE TROUBLE
OF DECIDING WHICH CLOTHES TO WEAR



IMPORTANT

OVER THE YEARS I HAVE LEARNED THAT WHAT IS IMPORTANT
IN A DRESS IS THE WOMAN WHO IS WEARING IT
• DESIGN NUMBER.1003 •

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DESIGNERS
• DESIGN NUMBER.1000 •



FASHION IS WHAT YOU'RE OFFERED FOUR
TIMES A YEAR BY DESIGNERS.
AND STYLE IS WHAT YOU CHOOSE



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BEAUTIFUL

• DESIGN NUMBER: 1011 •



NOTHING MAKES A WOMAN MORE BEAUTIFUL
THAN THE BELIEF THAT SHE IS BEAUTIFUL



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YOURSELF

• DESIGN NUMBER.1008 •



WHAT YOU WEAR IS HOW YOU PRESENT
YOURSELF TO THE WORLD, ESPECIALLY TODAY.
WHEN HUMAN CONTACTS ARE SO QUICK,
FASHION IS INSTANT LANGUAGE.





SIMPLICITY

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QUALITY

IT'S BETTER TO HAVE FEWER THINGS OF
QUALITY THAN TOO MUCH EXPENSIBLE JUNK.
•DESIGN NUMBER.1010•



OUTRAGEOUS

IN DIFFICULT TIMES, FASHION
IS ALWAYS OUTRAGEOUS



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CHALLENGE



• DESIGN NUMBER.1005 •

DESIGN IS A CONSTANT CHALLENGE TO BALANCE
COMFORT WITH LUXE, THE PRACTICAL
WITH THE DESIRABLE



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YOU CAN'T BE MELANCHOLY IN FASHION BECAUSE
PEOPLE DON'T RESPOND TO IT.

FASHION

GLAMOROUS



•DESIGN NUMBER.1006•

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POONAM
DESIGNS
BEAUTIFUL



NOTHING MAKES A WOMAN MORE BEAUTIFUL
THAN THE BELIEF THAT SHE IS BEAUTIFUL
• DESIGN NUMBER.1012 •



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