**Fashion Freedom**

*Celebrating your Individuality this Independence Day*

When it comes to fashion you follow your own beat. You know exactly who you are, and what you want - *You are your own Stylist*!  This Independence Day we want to celebrate your individuality, non-conformity and fierce sense of expression! Helping you define your style statement is Anupam Biswas, AVP - Design Ed Hardy, Flying Machine and Prasenjit Adhikari, Head of Design Flying Machine and F2K. Enhance your style, by embracing a few design principles -

1. **CREATING A SIGNATURE STYLE!**
   Lauren Hutton once famously said – "Fashion is what you are offered four times a year by designers, and style is what you choose". Whatever fashion trends might be style is true to you! Own it to the fullest! Whether it's a stylish leather jacket that you wear frequently, or a dark wash denim cap, wear it like no one else can and make it your signature style!  There is a reason why people think of Brad Pitt when they see a bright leather jacket.

2. **COMFORTABLE CLASSICS**
   Casual and comfortable does not mean you compromise on style! Getting ready for that airport look, or just prefer your style to not to come in the way of your comfort! The classics are comfortable as they are stylish! A plain white tee, with raw denim evokes the effortlessly cool without much effort!

3. **BE BOLD**
   Don't be afraid to wear any piece of clothing that you want to. Opinions come and go but your style is yours alone. Cargos with Cardigans! Unconventionally Bright Colors!  Don't shy away from the norm. Cause hey, if you aren't going to be yourself, who is? We're not saying that you should dress like Lady Gaga. We're just saying that if you ever wanted to, discount the naysayers!

4. **IF YOU GOT IT, FLAUNT IT**
   Body stereotypes have plagued society for quite some time now. Let's welcome the era of body positive, and that starts with you!  Don't be afraid to wear what you want irrespective of your body shape and size. Tight white Tee, or a baggy jacket, let no one judge what you may flaunt or hide! You dictate your style and who knows you might inspire the hottest fad!