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and a combination of soft edge, delicate and feminine dress is just best with its contemporary direction. The eyes are commanding yet classic. In the traditional tones of India with a reference, confirmation of ethnic designs and the patterns of sarees.





Joy Vijay



Hydrate your traditional wear with a bit of contemporary style! Let your personality show off the vibrancy and glow with the most amazing new party wear, which also looks comfortable.





Get your hands on the latest and most vibrant range of ethnic wear for women. We offer Indian traditional streetwear & embellishing with all designs and aesthetics to your wardrobe.



JoyVijay®



periwinkle green chanderi kurti with a scalloped hem
gown style with intricate pattern with matching
lota ghagra & dupatta having a lace hem

9085







Jaz Ujaz



Brocade and organza work with the collection with the girls. So look no more, go for these because it is now getting fashion destination of India.

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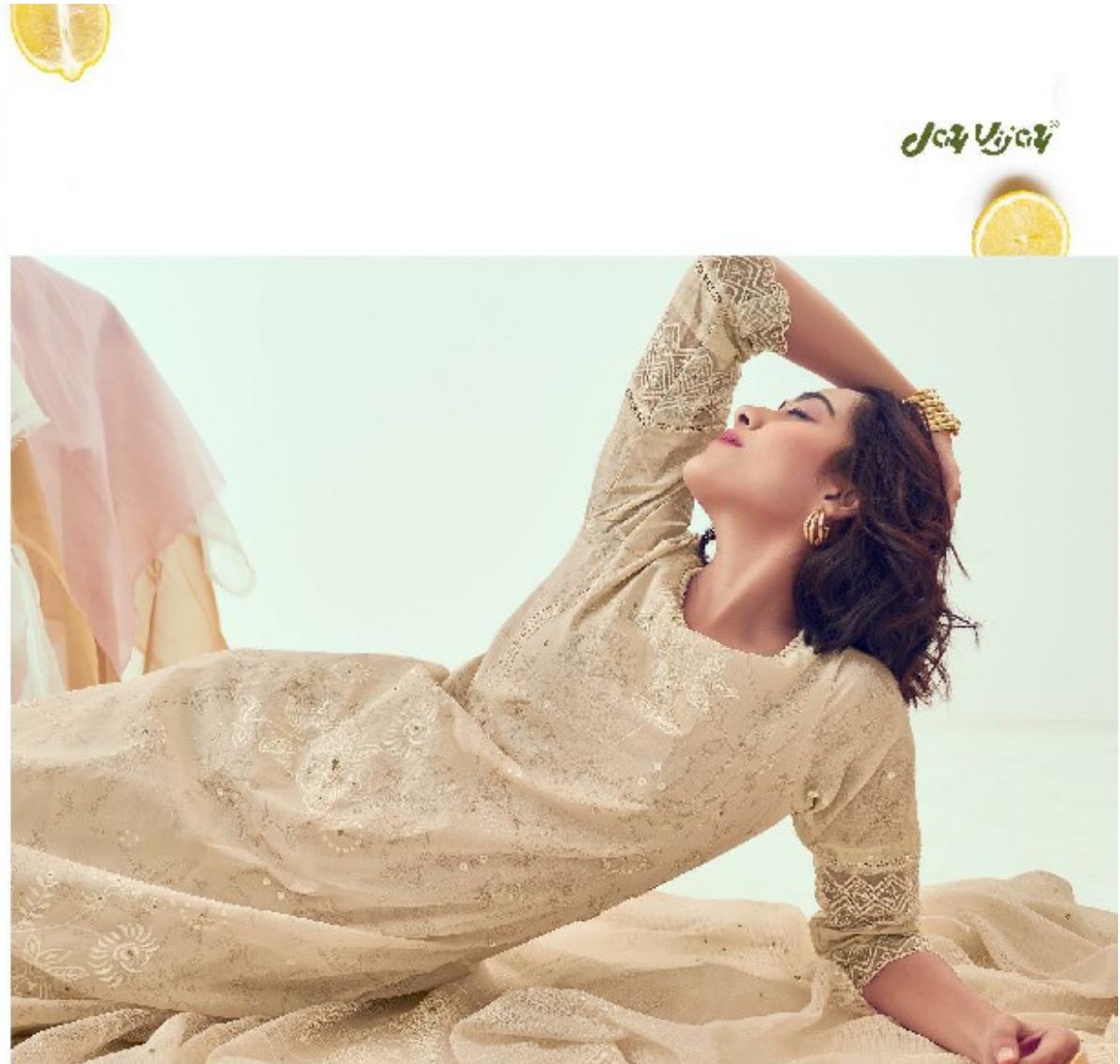
Joys of Joy

Ladies wear that brings out the best in you, featuring our signature ready and paired green. Flair with style, the collection that brings a range of beautify options with a subtle color and design.



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Blush, a vibrant beige hue, is a perfect combination of soft and bold, and makes a statement. The attire is adorned with gold, adding an element of warmth and glamour.

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