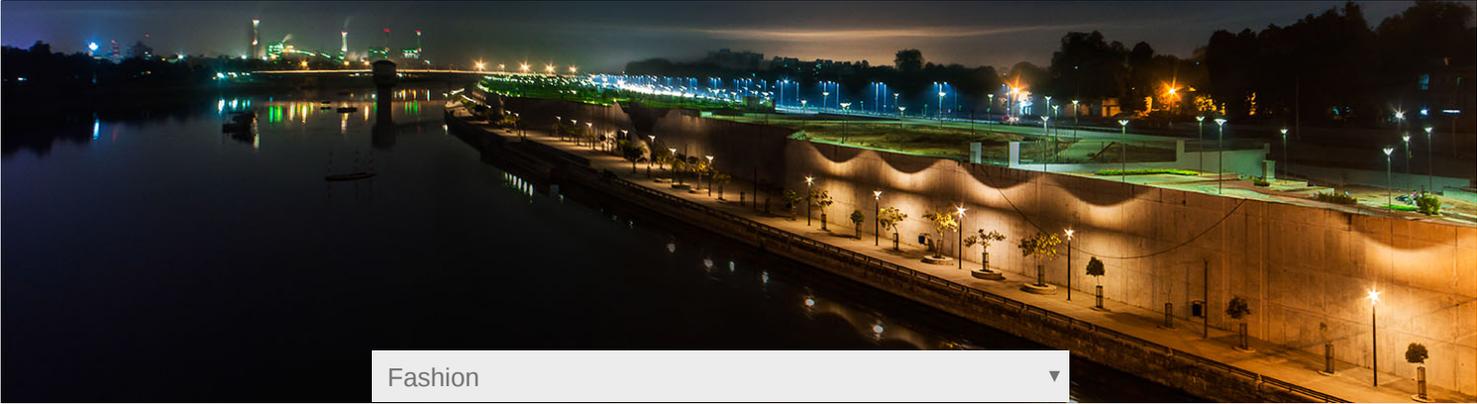




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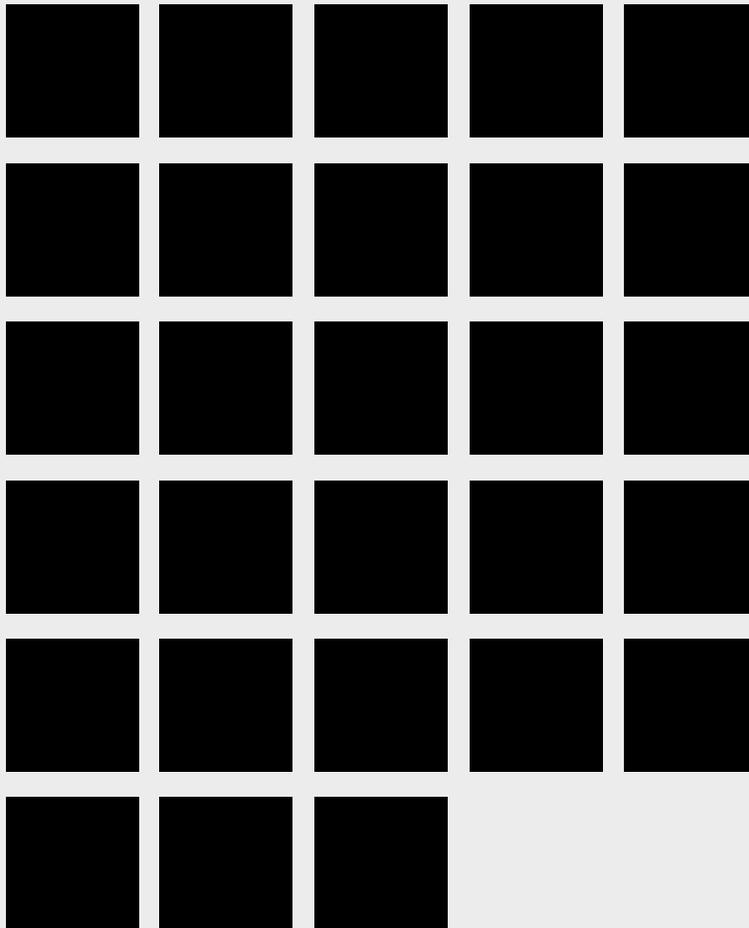
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Stately Bridal Couture at this All New Boutique in Thane!

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Attributes: Clothing, Lehnga Choli, Saree, Indo-Western

Marriage is the most auspicious day of a woman's life and you won't mind spending all the time in the world to get that perfect outfit for

the same, right? So, today, we found that one stop boutique for all your bridal couture needs!

Cozily settled in one of the tiny lanes of Thane (Vishnunagar), the most stylish and elegant store catches your attention in no time – Aatarah.

Mrs. Jagrruti Vikam, backed with 28 years of professional experience in fashion designing, started her venture in March 2017. She believed that every bride is a princess in her own way and she imagined giving out a piece of crown to every Indian bride and so is the birth of Aatarah (It means crown in Hebrew).

Before entering the store, I clicked the shimmering name board of the store & I instinctively had an idea that the store is definitely a promising one. I wasn't wrong.

The entrance of the store is quite stunning. Walls painted in the metal glow of gold and the floor with glitter and mirror work accomplished the look of the store. The yellowish light illuminated from the ceiling lights complemented its look. The trial room with crystal-studded curtains makes it very classy. Every corner of Aatarah was oozing elegance of its own.

Modern handwork and flawless cuts with handpicked fabrics from Surat, Kutch, Calcutta, Delhi, and Mumbai make every bridal garment extremely special at Aatarah. Each gown or lehenga-choli is embellished with sparkling crystals & beads and has intricate embroidery.

You can choose bold red, bright yellow, vibrant orange, classy cream, warming pink and a wide range of colorful lehengas & gowns from the collection at Aatarah. Long flowing gowns are for modern brides who enjoy wearing ethnic yet modern attire.

You can also find every desirable fabric-like Georgette, Satin, Crepe, Silk, Organza, Chiffon, Net and much more. Gone are the days when coy brides don't make many choices after meeting with her dream partner but at Aatarah you're forced to choose as it displays a breathtaking collection of wedding dresses.

The kind of fabric, the design, and everything is designed the way you want. Your customized order comes out as a sheer piece of artistic work that will make you look like a stately bride.

You can shop for frilled lehenga & choli, designer sarees, full-length gowns and personalized dresses. The starting price is Rs. 15,000 onwards and during festive season you may buy that glittering piece for just Rs. 10,000/-.

From low to the high neckline, playful fluttering sleeves, frill and bell, full-length sleeves and every imaginable design can be tried on your customized order at Aatarah. The clientele of Aatarah has already marked its presence globally by displaying its collection in London, Dubai & USA. There is no surprise if you drop by at Aatarah & take home the perfect wedding dress you ever imagined!

So, when are you visiting them?

Website: www.aatarah.com

Author Credit: Sheetal Mhaske

Picture Credit: Aatarah

Shop No, 9, Pride Enclave, Apollo Building, Next to Bharat Sahakari Bank, Vishnu Nagar, Thane(W) 400 602.

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