

A  
Tribute to  
the  
Traditional  
Indian  
Woman

1989

एअर इंडिया  
AIR-INDIA

*The Indian Woman, with her inherent sense for the aesthetics, expresses her need to surround herself with design and colour in the adornment of her home and herself. These spontaneous expressions of joy and colour, are also expressed by a patronage of the art of jewellery designing and the craft of textile weaving.*

*Today, the young Indian girl, remains in this respect, as traditional as her mother and grandmother, and despite the lure and ease of modern fabrics, has maintained an interest and faith in the same sartorial for the important festive occasions in her life. This has led to a revival of arts and crafts that are dying out. Air India's calendar for 1989 is a tribute to these modern yet traditional Indian Women.*

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Indian Women.

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