



*Aliza*  
vol.2  
CODE | 2002

*Ladies' Choice*

*Elegance*

"Being well-dressed isn't much to do with having good clothes. It's a question of good balance and good common sense."

*Aeliza*  
CODE | 2002



I make clothes,  
women make  
fashion.

Women



Aliza  
CODE | 2004

"Fashion is about showing according to  
what's fashionable. Style is more  
about being yourself!"

Ladies' Flavors  
Aliza  
VOL. 2



CODE | 2001    CODE | 2002    CODE | 2003    CODE | 2004

FASHION



The advertisement is split into two main sections. The left section has a light beige background and features a black and white photograph of a woman in a patterned dress posing in a room with large windows. The word "Fashion" is written in a large, elegant serif font over the image. To the right of the photo is a small block of text: "To create Indian beautiful and their understanding of the contemporary fashion is to create that get you to experience. This is not an act of abuse or disrespect to you." Below this is the "Ladies' Favourites" logo, which includes a stylized bird icon and the tagline "Ladies' Favourites® where we differ". At the bottom left of this section is the text "\* complimentary copy not for sale".

The right section features a full-color photograph of a woman in a blue and white patterned dress, posing in a modern interior with a staircase. The "Ladies' Favourites" logo is visible in the upper right of this section, and the word "Aeliza" is written in a large, white, cursive font across the bottom right of the image, with "VOL 12" written in smaller text below it.



*Ladies Flavours*  
Beauty Trends

"The zenith of elegance in any woman's wardrobe is the little black dress, the power of which suggests dash and refinement."

The image features a woman with her hair in a bun, wearing a long-sleeved, knee-length dress with a green and black floral pattern. She is posing with one hand on her hip and the other near her head. The background is a bright, indoor setting with large windows and some greenery. The overall aesthetic is clean and modern.

*Ladies' Journal*

*Fashion Style*

"You didn't know she'd be looking at you when she walked in. It's like a magic spell. The way she's looking at you. Without it, you're not really. You're looking at her. You're looking at her."

*Atiza*  
CODE | 2003

The advertisement features a woman modeling a green and white patterned, long-sleeved, knee-length dress with a tiered skirt. The background is a light green wall. On the right, a smaller inset image shows the same woman in the same dress, standing in a room with large arched windows and a blue cushioned chair. The text 'Ladies' Journal' is at the top left, 'Fashion Style' is in the center in a large script font, and 'Atiza CODE | 2003' is at the bottom right. A small quote is positioned below the main image.



*Clothes*

It's a part of the daily air and it changes all the time, with all the events. You can even see the approaching of a revolution in clothes. You can see and feel everything in clothes."



*Atiza*  
CODE | 2001