

The Genes Way to Treat Yourself this Black Friday

Category: Business

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The end of the year calls for replenishment and revelry. The holiday spirit, festive soirees and intimate gatherings with friends and family make room for adding value to our wardrobe – clothes that are crafted consciously and help us put our best foot forward. For a limited time only (from 27th November to 1st December), Genes is offering a special 50% reduction on prices of some of our most sought-after pieces.



Black Friday Shopping Fiesta – Genes Lecoanet Hemant

From winter layers and sculptural separates to zesty printed silhouettes and wardrobe staples, we've got you covered to elevate your sartorial game.

Workwear doesn't have to be bland. For this Black Friday shopping festival, Genes brings the most intuitively designed clothes guaranteed to add an artistic touch to your office uniform style. Think black-and-white painterly checks on a sweatshirt or a placement print half-sleeve shirt-offering subtle luxury at accessible prices.

The art of layering becomes paramount in the months from December to February, where function aids in creative ways to style. The Genes curated sale features co-ords in crepe, printed sweatshirts, and bombers that transform into versatile overlays.

A principal philosophy at Genes is to design clothes that exist in the wardrobe in multi-faceted ways. From fabric, cut, and construction to surface design and ornamentation, every detail is thoughtfully considered to create cherished clothes that last.

With multiple invitations filling up the social calendar, now is the perfect time to expand on festive wardrobe pieces. Molten gold draped tops or modern embroidered dresses make great choices for an elevated evening look. These and more are specially curated for the Genes shopping festival.

Colour has always been an integral part of the Genes story-a bold approach to design, creating wondrous combinations and elevating prints to a whole new level. The Genes Black Friday shopping fiesta is a fantastic way to refresh your wardrobe before the new year. Some favourites include a floral-printed dress with cowl detailing and a statement tee featuring a hand-drawn tropical landscape print.

The significance of a few standout pieces in one's wardrobe cannot be overstated. Whether it's a gathered placket-detail shirt or a sculptural-shouldered top with tie-up detailing, these pieces bring an element of avant-garde, yet remain practical and wearable. The haute couture heritage of Genes allows for technique-driven construction where darts and pleats pave the way for ingeniously designed clothes.

This Black Friday shopping festival, Genes is offering bestselling pieces to the Genes tribe-a way to treat yourself with fairly accessible prices. More importantly, it's an opportunity to focus on where true value lies-in craftsmanship, in investing in clothes born out of a thoughtful design process and the highest quality materials. Gifting and buying these pieces for loved ones is a meaningful way to build community and forge lasting connections.

To discover more, you can visit Genes stores at New Delhi, Chennai and Mumbai or browse online at geneslecoanethemant.com.

