

Indiabazaaronline.com Unveils Redesigned Website To The World

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Indiabazaaronline, a global online retailer and manufacturer of ethnic wears announced today the launch of its redesigned website

Indiabazaaronline.com. This revamped version provides better user friendly design, fresh new look, enhanced product filters and optimized fast load speed to allow its customers a better and simplified shopping experience.

The new and better user friendly design allows the users to surf the website easily and purchase via quick links like latest blouse designs, designer hand bags, highest selling products, [wedding turbans](#), girls ethnic dresses, mother daughter collections etc. This makes the customer's shopping experience easier and hassle free. The redesigned website of Indiabazaaronline.com has fast loading speed which helps a user to surf the website smoothly without getting irritated.



indian marriage

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In a machine age, dressmaking is one of the last refuges of the human, the personal, the inimitable.

”

Christian Dior

There are also better product search and product filters in this revamped version of Indiabazaaronline.com. Whereas the product filters like fabric, work and occasion are same as in the old website, some new and helpful filters like customization, worn by and sizes are introduced in the redesigned website of Indiabazaaronline.com. Like say, if customers want to buy a red dress for Christmas then they can choose the color filter, if they to make a purchase on the basis of fabrics then they can apply the fabric filter. The new filter of “Customization” helps a customer to sort their purchase on the basis of Made to order or as per the design displayed on the website. Every outfit displayed on the website cannot be fully customized and hence this filter will be of a great help for the customers who are looking specifically for the made to order outfits. There are many such outfits in our website which are modeled by the Bollywood and TV actresses or such outfits which the actresses have worn at certain events. The “worn by” filter will be of great help for those customers who are looking for a specific actress outfit like Kareena Kapoor, Sonam Kapoor or Shilpa Shetty. The category sections are also redesigned completely keeping in mind the customers preferences over the years. The “Premium” section is revamped and categories like theme dresses, dreamy couture, fashion fusion, saree gowns, father son's collection, mother-daughter collection are introduced. For the first time Indiabazaaronline.com has also introduced “Direct from the Designer” section wherein the collection of their own in house designers are displayed.

The “Saree” category is now further sub-categorized by occasion, by fabric, by style and by saree accessories. This sub categorization in every category will make the buyer's shopping much

convenient. Someone who is not so familiar with the Indian ethnic dresses and its style can also shop very easily with this new revamped website design. In “Shop by Style” section, there are options like pre stitched saree, half and half saree, lehenga style saree, designer saree, bollywood saree, printed saree etc. This sub categorization will narrow down the pain of the users of surfing the entire website for one specific product and make their online shopping experience less time consuming.

The salwar kameez category is also subcategorized in the same way like by fabric, by occasion, by style and there is also a special section, “Celebrate the Curves” which is specially designed for the plus size ladies. Usually bigger size ladies always have a hard time getting their perfect outfit but with this redesigned website of Indiabazaaronline.com, size will never be a problem for any lady. ‘By style’ categorization will be of great help for the users as they can directly go the style that they are looking for!! Like say if they want to shop anarkali suits, just click on the anarkali salwar suit, if they want Patiala suits; just click on Patiala salwar suits and so on.

In the Lehenga section also, users can not only shop by fabric and occasion but also shop by style. There are so many styles of Lehenga Choli and if customers are looking out for a specific style of lehenga choli then instead of surfing the entire lehenga choli section, they can just click on the style that they are looking for!!

The new redesigned Men section at [Indiabazaaronline](http://Indiabazaaronline.com) section has so much more to offer at a single place. The category is further sub categorized into shop by style and Wedding Box. In By Style category you can find different styles of men kurta pajama like sherwani, dhoti kurta etc. The Wedding box category in itself contains all the Indian groom wedding essentials like Wedding turban, mojari, sherwani stole etc.

A new section of Puja items is incorporated in the redesigned version of Indiabazaaronline.com. This category is included more as serving humanity and hence the price of each product in this section is kept very nominal. Our aim is to cater the religious needs of the people living outside India to whom these puja items are not easily accessible. This section includes religious books, puja items like god ornaments, prayer beads, bhajan-kirtan essentials and havan samagri.

Indiabazaaronline.com is an online shopping website that deals in majorly in Indian ethnic wears. We focus on traditional Indian ethnic wears and contemporary Indo-western fusion outfits. Our aim is to dress up new age women, men and kids with style and elegance without compromising with the traditional Indian roots. We have been serving our valuable customers since last 11 long years and spreading smiles all over the world through our excellent products and dedicated services. Our online store has received wide acceptance in the global market for our unique collection of clothes. We are a part of textile industry since last 11 years and have customers all around the globe. We specializes in



Indian Bridal Dress



wedding dress

our Made to Order section, designer sarees, lehenga choli, salwar kameez, indo western gowns, men's [sherwani online](#), kurtis and kids wear.

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