



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | ISSN: 2320 - 2882

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In recognition of the publication of the paper entitled  
**Building brand identity in fashion industry: The role of Bollywood women celebrities**

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Volume 12 Issue 8 August 2024 , Date of Publication: 12-August-2024

UGC Approved Journal No: 49023 (18)

PAPER ID : IJCRT2408429

Registration ID : 267456

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