

ON THE COVER



Gems and precious materials are oh-so clichéd. If you really want to turn heads, try Amman Rashid's 'Aadi' line; quirky jewellery made from everyday items like seeds, antique coins, clay, wire...you name it. Beautifully crafted, these one-time ornaments suitable for any occasion. You can find some of the ornaments at Banglar Mela and Pride's showrooms, or order direct from 262/1, 5th floor, Road no.-19, Dhanmondi, Dhaka. Cell: 0178-409728, 0152-370723 as they don't have a formal outlet as yet.

Models: Jui

Jewellery: Amman Rashid/Aadi

Photo: Amirul Rajiv

ESSENTIALS

Late nights, early mornings, bad food, bad habits, stress, pollution. Urban life is riddled with enough reasons to be feeling old for your age. So how do you fight back? There are a couple of simple tips that probably don't do much by themselves, but add up to make a difference in how healthy you are.

Attitude matters

You know how the old adage goes, "You're only as old as you feel"... So if you want to stay young, it has to come from inside. As the number of candles on your birthday cake increase, don't let that get you down. According to research, older people who expect their health to decline with age may



be less likely to try to stay physically active. This lack of exercise may in turn set the stage for illness and decreased energy.

Give and live

A recent study has concluded that acts of kindness such as babysitting for a friend, or lending emotional support to a significant other may help people live longer. Not quite sure how that works, but it's always nice to reach out. Speaking of reaching out, check out our birthday story on page 7, and it will leave you feeling warm and fuzzy.

Set your pace

Everyone knows about the benefits of exercise. Jogging, in particular, has been touted as a cheap, low-fuss way to stay in shape. However if jogging doesn't suit your fitness style, a slower pace can still bring major health benefits. Brisk walking for about 10-



15 miles per week is still enough activity to keep your heart safe and improve aerobic fitness. More vigorous activity would be a bonus, but a modest exercise program such as this is a great place to start improving your health.

By Sabrina F Ahmad

SHOP TALK

With the advancements in multimedia technology and data storage systems, CDs and DVDs have reached its all-time high utility. So, here is a whole shoptalk, dedicated to their odds and ends...

Writable Cds

They usually are between 600 to 700 MB in capacity, and suitable for storing any forms of data- audio, video, images, documents, etc. As high-tech innovations wipe out the use of floppy disks and replace them with pen drives and CDs, they



become increasingly handy. The prices usually range from Tk.20 to Tk.30. Well-known brands include Sony, Maxwell and Melody.

Re-writable Cds

They are different from the writable ones in the sense that they can be used over and over again. You can delete files that



you do not like, and write in new ones. Again, these are produced by the brands that also produce the writable ones.

Prices: Tk. 100 to Tk.120.

CD Writer

CDs, mind you, are not like floppy disks- you can not just copy and paste data into CDs from a PC. In order to transfer



data, what you would need is a CD writer. Prices start from around Tk. 3500, but you might consider going up to Tk. 6000, if you are not ready to compromise with quality. Most "big name" electronic companies produce writers. Worth mentioning are LG, Samsung and AVANTRIX.

Mp3 Cds

Nowadays, you may consider buying mp3 CDs instead of sitting hours in front of the computer and downloading songs. You can play them over and over in your mp3 players or your computers. They are amazingly cheap at around Tk.50-60, and hold more songs than does a normal audio CD. Almost all types of songs are available in mp3s- Bangla, Hindi, English.

DVD Box Sets

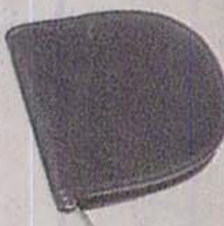
Missed out an episode of your favourite TV series? Want to watch a season that is not yet being aired in Bangladesh? Buying DVD box sets may just be your answer. Popular are the new seasons of Smallville, Desperate Housewives, Alias and Friends. I also found a South Park set that covers all



the five seasons! Prices are around Tk. 200-400, depending mostly on the number of DVDs included. So get the popcorn bucket ready, flop down on the couch, and let the marathon begin...

CD carry-on cases

These are leather cases that can hold CDs, especially convenient for travel purposes. Prices vary widely, depending upon the quality, brand and storage space. Nevertheless, they are yours starting from around Tk. 200.



Now that you are an officially anointed CD literate, people may as well stop making fun of your "back-datedness" and give you some respect. Moreover, you have just learned the ways to make life much easier. Most of the items are available in your local stationery shops. However, computer city at IDB Bhaban is the best for any computer related items. Also check out Eastern Plaza. DVD Box sets and mp3 CDs can be found in the music stores- Rifle Square and Fahim's Music Store holds a collection worth checking out.

By Shahmuddin Siddiky

SHOP SPECIAL

Levi's in Bangladesh

SUCH is the impact of fashion on the world of today that even the most trying half-wit knows the effect of a brand name. Levi Strauss, it must be said, is a well known name in the fashion industry. Levi jeans are revolutionary as is evident by their latest venture when they made jeans specifically tailored to hold Apple's I-pod's.

Levi like any other good brand name has been intensely popular amongst the Bangladeshis, especially amongst the younger generation although most to all jeans donning people prefer to sling on a pair of branded Levi's than the ones they get from Bangabazaar. After all, flaunting is half the fun. Well, to cut a long story short, Levi has its own store in Dhaka. So save yourself that trip to Bangkok or India to buy yourself a pair of branded jeans.

That is the good news.

The bad news is that all the glitz and glamour and the 'sexy adverts and bill-boards are probably designed to conceal the outrageously high prices of most items in the store. But then again, what did you expect from a branded store?

The trouble is that we have been spoiled by purchasing quality jeans at such abysmally low rates that seeing the Levi ones priced at the mid two-thousands would usually make ones heart skip a beat.

But the history behind wearing a Levi is something most of us totally ignore.

Lets take a trip through memory lane if you please.

Levi Strauss came to San Francisco in 1853, at the age of twenty-four, to open a west coast branch of his brothers' New York dry goods business. He built his business into a very successful operation over the next twenty years. One of Levi's many customers was a tailor named Jacob Davis. Among Jacob's customers was a difficult man who kept ripping the pockets of the pants that Jacob made for him. Jacob tried to think of a way to strengthen the man's trousers, and one day hit upon the idea of putting metal rivets at the points of strain, such as on the pocket corners and at the base of the button fly. These riveted pants were an instant hit with Jacob's customers and he wanted to patent it. He needed a business partner and he immediately thought of Levi Strauss. On May 20, 1873, the two men received patent #139, 121 from the US Patent and Trademark office. That day is considered to be the official "birthday" of blue jeans. Around 1890, these pants were assigned the number 501, which they still bear today.

So before you start criticizing them understand that wearing a Levi is much

more than wearing just a pair of jeans. Excepting the cost factor however, the stores are excellent. There are a wide range of jeans to chose from and you also have T-shirts and tops available.

Giant Distribution Ltd (GDL), a sister concern Giant Group, got into an exclusive partnership with Levis Strauss and Co to open Levi's Exclusive stores in Bangladesh, to serve the youth segment to western wear for men and women by introducing the most original and classic denim brand Levi's. Through these stores GDL will bring to Dhaka the latest and the trendiest clothes in international fashion.

For the launching of Levi's in Bangladesh they organized a day-long event that is true to the statement "Quality never goes out of style". JPR Events organized the Official Levi's Launching at the Levi's Store located at 41 Kemal Ataturk Avenue, beside HSBC Banani counter. Artistes scheduled to perform later that evening- Shayne Hyrapiet and DJ Nihal were present at the launching even along with the Levi's models and DJ Ekram.

Levi also has another store in Dhanmondi which is located on the Satmasjid Road.

By Quazi Zulquarnain Islam