

চতুর্থ

Sadakalo: An odyssey in monochrome

A renowned fashion house that holds to a twist in terms of contrast, Sadakalo had entered the market on 4 October, 2002 at their outlet in Shimanto Square (formerly known as Rifles Square). Within a span of 17 years, Sadakalo now has various outlets in Bangladesh, and also outside of the country.

The combination of black and white resonates powerful emotions, which is the core essence of Sadakalo. They are an inclusive fashion house, meaning they cater to the needs of both men, women and children. Not only do they create fashionable apparels for both sexes, but also create mugs, accessories and trinkets that you can gift your loved ones on special occasions, making Sadakalo not just a fashion house, but also a lifestyle.

The boutique works in conjunction with several designers that offer their creative insight. With fresh faces and some renowned ones like Bibi Russell, Sadakalo brings out a different flavour with their new collection.

Sadakalo has been a patriotic fashion house, showing their immense respect for national holidays in Bangladesh. In their

new collection for Ekushey February, one can appreciate the concept that is evident through the designs featuring Bangla calligraphy.

Apart from saris, they are also presenting single kameezs for adults and children. With intricate designs in various forms, Sadakalo truly is a pioneer when it comes to mastering the art of using negative spacing. There are also simpler designs, a more minimalistic approach that are very aesthetically pleasing. Their Ekushey Collection for 2020, captures the essence of the day in bold colours, implemented in negative spacing to cater to the preference of many of their patrons.

A feature that is prominent in the new collection is the variety of clothing designed for children, various combination of kameez sets that come in a plethora of styles. The collection start from Tk 1150, and can go up to Tk 1450 for the more intricate pieces.

By Ahmed A Raeeda

Photo: Sazzad Ibne Sayed

Model: Maruf

Styling: Sonia Yeasmin Isha

Wardrobe: Sadakalo

