

**INTERVIEW**

# Trailing into the new horizons

Nasreen Zamir is the brainchild of Bangladesh's first fine perfume brand, "Jonaki by Nasreen Zamir," which recently had its first launch at the Westin Hotel. Zamir is an established entrepreneur, interior designer, and artist.

While juggling her many responsibilities, she managed to squeeze some time out for Star Lifestyle to detail her journey in creating this unique perfume, inspired by her childhood memories, and wanting to bring some change to the changing lifestyles of Bangladeshis.



It is important to take heed of the different notes. Bergamot, water lily, rose, freesia, and musk are the notes which have to be taken into consideration. The top notes are rose and jasmine. The middle notes are bergamot, water lily, and citrus lemon. The base notes are neroli, musk, patchouli, and vetiver.



**You are well known as an interior designer. What made you venture into this field of making perfume?**

I ventured out because we have been doing interior design, graphic design, and textile design for almost two and a half decades. There was a need for something new to energise and diversify the business. In December 2017, the idea was conceptualised, with 2018 being the year of intensive and extensive study, and the perfume finally going into production in 2019.

**Tell us more about this journey?**

I studied the fragrance in the first year, trying to understand what it is and what kind of scents I would like it to have. There are many fragrances like floral, citrus floral, and floral woody. The name Jonaki was derived from the Bengali name for fireflies. I grew up in Chattogram seeing hundreds of



fireflies in the garden. Interior design is the basis of who I am, and by bringing together the art and design, you get to know the difference between fragrances. Everything from the cap design to bottle design must be synchronised together.

There are 6 months of sustainability and compatibility tests to ensure clarity, long-lasting capacity, and colour steadiness, as well as checking whether the fragrances are hypoallergenic.

**Any reasoning behind the name?**

For me, the Jonaki represents youth and vibrancy. Tagore's song, "O Jonaki," speaks of the independence and free spirit of this carefree and beautiful creature.

**What future do you have in mind regarding this line of perfumes?**

I would like this perfume to be well known all across Bangladesh. I am hopeful that Square Toiletries Ltd. will be our marketing and distributing partner in helping to relay the perfume to all corners of the country. After conquering the national arena, I hope to establish "Jonaki" on a global platform.

**By Israr Hasan**  
**Photo: Jonaki by Nasreen Zamir**

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