



SHOP SPECIAL

Le Reve Pahela Baishakh Collection 2020: An odyssey to authenticity

Centuries-old Bengali traditions, folktales, food and much more make up all that is Bangladeshi, and this is the key highlight for Le Reve's Pahela Baishakh collection. As one of the largest fashion and lifestyle brands in the country, Le Reve is going all out in exploring the authentic Bangladeshi roots in their latest collection.

The inspiration behind the collection is best explained through the words of Monnujan Nargis, the CEO and head of the design team, Le Reve — "We tried to highlight not only the



folklore, but also the traditional elements of Bengali urban life. Our rickshaws, the taste of fuchka-chotpoti, the gramophone, sunglasses from the eighties, and the taxis roaming old Dhaka's alleyways have all become part of our tradition.

"We have tried to tell the whole story of Bangladesh through the Baishakh Collection by combining elements like masks, parrot card games, owls, puppets dancing, Baishakhi

alpana, old architectural designs and motifs. We decorated the collection in a way that it could tell the story of our origin all year round."

She further added that one of the key features of the designs from Le Reve has always been the combination of trending international designs, prints, and cuts with local preferences.

This year's Baishakh collection too is no exception. All of Le Reve's popular silhouettes

such as the A-line, trail cut, high-low cut hemline, frock style, and various Boho inspired patterns are part of the women's wears. Modern sleeve designs such as ruffles, lantern, circular, bell, butterfly and flounce are included as well. Comfortable cotton fabrics, linen, viscose, georgette, etc. have been used to make the collection compatible with the heated weather.

As for the colour palette, traditional red and white are being accompanied this year by green, orange, yellow, maroon, blue, cream, black, coffee, grey, pink, peach, magenta, which are the trending shades in the international colour spectrum.

Men's panjabis have a special space in the collection, with sophisticated embroidery, prints and motifs as embellishments. As Baishakh is a celebration of togetherness, Le Reve is offering matching attires for friends and family members in different styles. Overall, for someone looking to go from a festive day to an evening get-together, the collection has everything covered, all within a pocket friendly price bracket!

The entire collection is available online at www.lerevecraze.com

For more information, visit www.facebook.com/lerevecraze

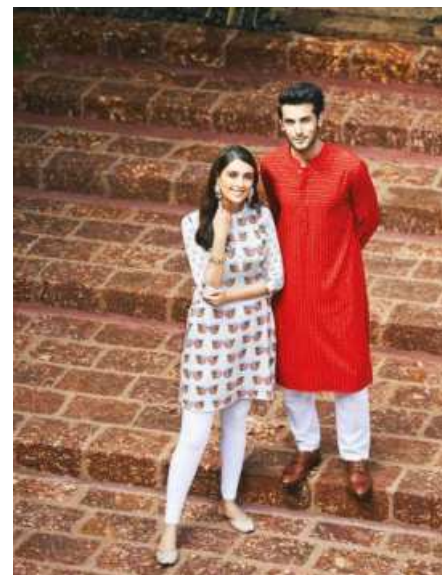


Photo courtesy: Le Reve