

COVER STORY

Deshi first — deshi always!

This viral war that we have been fighting has caused a severe blow to many industries, including the fashion industry of Bangladesh. Baishakh, the beginning of summer, and the build-up towards Eid promises a massive insertion of cash flow into the economy. However, fate seemingly had things planned differently for 2020.

The huge blow to the fashion industry and a sharp drop in sales will take some time to balance out. Meanwhile, the artisans and thousands of fashion houses and their employees will be sitting idle, all in fear that they might turn out to be the next casualty, while curbing losses.

At Star Lifestyle, we encourage all our readers and patrons to stay indoors at all times and stay safe. We also encourage them to shop online from outlets that are trying to survive. Plus, when this pandemic hopefully blows over, we persuade the financially-able to deliberately try putting some 'cash' back into the economy by shopping only deshi products, including fashion attires.

This is the time when our countrymen need us the most. So, when all of this is over and we bounce back on track, let's promise to shop for only local products, because compatriots and fellow citizens need our help to survive, and also because we believe in #deshifirst before anything else and #deshialways because we are the best!

— LS Desk

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