

#FASHION

Shuta Khela: a review

Pursuing a typical 9-to-5 or breathing new life into an old pipe dream has more and more women today empowered and on-the-go, chasing the millennial hustle. Juggling multiple identities of, say, a homemaker, mother, entrepreneur or service holder, means you responsibly get things done. Even the most minor feat is not achieved by sheer luck, but by you consciously trying every minute of the day.

Understanding your cups may be full to the brim, Fahima Afrin Asha has stepped in with her passion project, Shuta Khela, to at least take care of your wardrobe needs, so a fashion faux pas is the last thing holding you back in your hectic schedule!

"At Shuta Khela, we understand that making the perfect dress from scratch, pairing complementary colours and finalising embroideries, stones or pearls may not be something you have time for. That's perfectly fine since we can take care of that for you," explains Afrin, owner and founder of the retail outlet.

In essence, allowing Shuta Khela to serve what Afrin envisions, you will basically open yourself up to racks of curated clothes individually pieced by the label that will always have you dressed to the nines!



Other than comfortable single kurtis stitched in double georgette and cotton, Shuta Khela's cool high-low shirts, chameleon long, shirt dresses and casual cardigans will have any shopper reaching for the hangar for a closer appreciation of the design. Moreover, custom orders are accommodated as and when they are received, handing over the power of creating your clothes back to you, but still leaving a chunk of the heavy-lifting to Shuta Khela.

"I am a big fan of simplicity and I always think 'less is more' when it comes to our designs. This is why me and my partner always create clothes that are minimal, muted and yet, speak volumes of elegance!" clarifies Afrin.

And you will see this in the colour palette of their dresses with hues of peach and shades of summer dominating the spectrum.

As for the prices, rocking Shuta Khela's label is sure to spare your wallet of any kinds of dents! Reasonably starting from Tk 1500, prices may go up to Tk 3000, and maybe more depending on customisations and special requests.

Regardless of what you order, customers at Shuta Khela are always prioritised at the top of the pyramid.

Shuta Khela is Afrin's dream willed into reality that now seeks to cushion others caught in the same pursuit. Chase your own dream with that extra oomph of confidence in a Shuta Khela original by doing what you love and you just might fall in love with what you do!

By Ramisa Haque
Photo Courtesy: Shuta Khela Essentials

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Afrin, teamed up with her partner, Fahmeda Afreen, co-owner and manager, is an avid believer in the power of a fashion slay and has something hanging in her studio for every role you play and for every emergency. Their hand-picked range of appropriate work-wear will have you dressed your best for office in kurtis and fusion attires screaming business chic from head to toe.

Transitioning from office to elegant evening affairs with family and friends is just as easily possible in the same daytime outfit you rocked from Shuta Khela.

Each of the label's pieces are refined

with the subtlest bling from karchupi work, most strategic placement of a singular, bold embroidery of flora or fauna, gracefully-knotted bows and contrasting accents of colour and print in otherwise neutral tones.

This means they can easily be dressed up with some bold jewellery and strutted with the right pair of heels or downplayed with elegant flats and sophisticated pendants.

Now you can forget all about that last-minute rush to change from a one-dimensional office wear into something more glamorous for that Thursday night out!

IMPROVED

Fast wash
DETERGENT POWDER

with color guard

POWER WASH

এখন
নতুন মোড়কে

আরো
উন্নত ফর্মুলায়

KOHINOOR
CHEMICAL