

#PRESS RELEASE

Kay Kraft's ode to goddess Durga: Puja Collection 2020

With a goal to colour lives of their esteemed clients, their new collection for puja has already hit Kay Kraft stores and online shop, kaykraft.com. They are hopeful that their effort in bringing out the best will satisfy clients.

The new collection offers dresses in cotton, kota, linen, georgette etc. with mythological, floral, and other contemporary motifs executed by means of screen print, block print, hand embroidery, karchupi, etc.



Durga Puja with Sadakalo

Like every other year, Sadakalo has brought their new Puja Collection. The collection comprises of saris, panjabis, dhootis, kamiz, and tops for him, her, and children.

Being true to their moto of designing only in black and white, their minimalist attires are embellished with screen prints, hand block prints, embroidery etc.

The Durga Puja Collection of Sadakalo is available at all their outlets and also their website, www.sadakalo.net.



Spark Gear's Durga Puja ensemble

The auspicious season of Durga Puja is once again upon us. With the awe-inspiring autumn in the backdrop and the sense of festivity that is about to fill the air, we impatiently await the celebrations ahead, with preparations of not just prayers but also of food and fashion in full swing.

And especially for that last one — there is Spark Gear, which would cater to your stylish needs.

There is no better excuse than a festival that lasts for days to jazz up your wardrobe with new attires, as many prefer to wear different attires for each day of the festival.

Hence, with the much loved and ever so beautiful 'sharat' season and Durga Puja intertwining together, Spark Gear has a collection you should check out.

The fashion house has a wide range of attires for all, irrespective of age and gender, to celebrate Durga Puja.

If you are looking for formal wear, there are full-sleeved shirts (and half-sleeved as well) you can try out. Throw in one of their

blazers or suits on top for a sharper look.

Meanwhile, for a more casual or semi-formal look, Spark Gear has plenty of choices, from trendy and colourful tops to denims, 3-quarters, shorts, and leggings.

Colourful and stylish PK polos and the round-neck and V-neck tee shirts ensure you look trendy and feel comfortable this season amidst the humid weather.

And if athleisure is your style, the fashion house also has sportswear for you.

Indeed, Spark Gear is versatile and caters to your various needs, from cosmetics to even for your comfy pyjamas, nightwear, etc.

And for the whole family too, as the brand also has attires for children and new-borns, such as rompers.

So, with the Durga Puja celebrations knocking at the door check out Spark Gear's ensemble to jazz up your appearance for the upcoming festival.

— LS Desk



Zurhem offers anniversary sale

The high-end clothing brand turned five last month, and they want everyone to be part of the celebration. To mark the occasion, Zurhem is hosting a special 'Sample Sale' — offering up to 70 percent discounts on all samples,

iconic looks from Zurhem fashion shows, photoshoots and ready-to-wear items.

The sale will continue until the end of October 2020 at Zurhem's atelier inside Hotel InterContinental Dhaka.



Le Reve launches Puja 2020 Collection

The festive season of Durga Puja is back! To celebrate this joyous occasion, Le Reve — one of the leading fashion and lifestyle brands in the country — has come up with a great array of designs titled Puja 2020. The new collection is available at all Le Reve stores and their online shop.

In this latest Puja collection, Le Reve worked with traditional and contemporary motifs. The fabrics used are cotton, viscose, art silk, two-tone jacquard, felly, rayon, cotton blend, georgette and satin, which



will suit both autumn casual style and special Puja parties.

Follow Le Reve on social media and log into www.lerevecraze.com for more information.