

#FOOD

Garnished — with panache and taste

Ever since the pandemic altered our lives, we have seen an outgrowth of creative synergies all around us enabling better lifelines of help and eking out a standard of life in a time of deep uncertainty.

In the new normal, everything is going digital and with that, we have the new concept of cloud kitchens. Cloud kitchen, focused on food delivery rather than dine-in services, enjoys popularity in an age of social distancing with interlinked virtual kitchens set up all over Dhaka ensuring easier delivery of the savoury dishes as demanded by customers.

"Garnished" exemplifies the concept of cloud kitchen pushing the limits of culinary creativity and business acumen at the same time. A cloud-platform, which connects home cooks around Dhaka, it helps to make customised orders on food and delivered right next to your doorstep.

As the pandemic and subsequent lockdowns set in, young people, driven by nudge of creativity, started to hone their culinary skills uploading the pictures of their cooked recipes online garnering huge responses on social media.

Young girls celebrating the grandeur and vibrancy of food made all these yummy dishes. Slowly by slowly, all these talents were formulated into a Facebook group where everyone, regardless of age and background, uploaded pictures of their dishes making it a community of foodies and cooks.

The group founded by Noor Afsar Siddique, Sifat Siddique, and Tasnim Jarin



Ahmed helped to galvanise cooking enthusiasts all over who got a platform to showcase their styles of cooking and the dishes themselves. As the group grew over time, orders started to pour in helping in the gradual commercialisation of the business. More engagement meant an opportunity for people to grow and bring the restaurant home.

This was an excellent opportunity for many women, who had to take up the reins of the family, as many family members were reeling from lay-offs and salary cuts due to the raging pandemic. Women became a massive force in driving the orders and

selling their products, which helped them as a window of a new opportunity to earn a living as well as to live their passion.

With no fixed location, home cooks are connected through the internet and delivery services are offered by outsourcing through third party delivery services and in-house delivery that is done by Garnished personnel. As both customers and cooks have familiarised themselves with the delivery services on hand, it gets easier for seamless communication.

One of the most exciting facts about the demographic of workers in Garnished is that it has many young people who are

willing to engage with the world through their culinary skills. The mixed demography of cooks range from any age above 16 till 40, allowing a brilliant cross-pollination of culinary ideas from the new and the old to intermingle in unison.

Starting with desserts like cakes and donuts to all kinds of savoury dishes, the prices are fixed by the cook. As the popularity increases over time, trained chefs from Old Dhaka have joined in to provide richly layered and heavenly cooked home cooked family meals like biriyani and other rich foods, which are often sought after on weekends where family get-togethers happen. This is quite gratifying for many women who spend their time in the kitchens even when others are enjoying at home.

From a Facebook group to user-friendly brand of food delivery service, Garnished has expanded its operations over time with apps and websites under way to allow automated services in the near future. A Garnished Photo Studio is in the cards as food photography enjoys a spike in interest these days. With customised orders available, Garnished hopes to bring in chefs with preliminary training to work for them giving them a new mode of employment working from home as well as to empower more women to commercialise their skills, helping all parties to make a living in such difficult times.

By Israr Hasan
Photo Courtesy: Garnished

#FASHION

Ace the sporty lifestyle with Lotto

When we think of sporty shoes we automatically think about Lotto – this is an impact the brand has created in the world of sports since its inception. The youth-focused international brand has made its mark all over Bangladesh by meticulously catering to the various needs of athletes and the youth.

Lotto depicts the perfect amalgamation of technological research and design



innovation to create high performance shoes that are durable and sporty. Despite this, their shoes are available at an affordable price, starting from only Tk 690 throughout the 200 outlets they have all over the country.

The Italian brand provides a complete sports solution through their technical products by manufacturing myriad athletic shoes, which include safety shoes



for industrial workers, running shoes for regular usage, professional training shoes worn by practicing sportspeople, indoor game shoes to enjoy table tennis, and even football boots for professional players.

Wearing shoes with improper flexion for elongated hours can lead to several physical problems, including severe bodily ache and discomfort. To resolve this matter, Lotto incorporates Punto Flex technology in their products, which ensures appropriate flexion, comfort, and balance of the feet.

The feeling of instant demotivation caused by becoming tired right after setting off for a run or jog is not one we prefer experiencing. However, with Lotto shoes you can set that worry aside and continue with your efforts to adapt a healthy and active lifestyle.

Lotto gears their shoes with Enerturn



technology that offers utmost comfort while exercising. The thick elastic material included provides high energy return capability that increases the speed of walking while reducing weariness. These features make them the perfect shoes to accompany you during exercising!

Another pioneer technology that is incorporated within Lotto shoes is the Adapto Memory Foam, which makes their shoes ultralight and delivers superior comfort. The Adapto Memory Foam has the capability to adjust its shape according to the unique shape of the wearer's feet and also return to its original position once removed. This ensures utmost ease and comfort while walking.

Another noteworthy factor Lotto is well-renowned for is the usage of Super Light technology in the production of its shoes. This factor makes their shoes ultra-

lightweight and durable. Furthermore, its breathable nature prevents both sweating and its associated unpleasant odour.

The mesh lining that creates a cushion impact, the padded collar, and flexible outsole all work to provide superior comfort even while doing intense activities. Additionally, the usage of virgin PVC in their shoes ensure a robust build-up with superior quality that ensures



durability for several years.

By ensuring all these ergonomic features in their products, Lotto has successfully gained the trust and confidence of its users, making the brand synonymous to athletic lifestyle and a first-choice when it comes to purchasing sporty shoes.

By Fariha Amber
Photo Courtesy: Lotto