

#FASHION

# Qamash – the latest fashion label in town

Two friends keen on designing and styling themselves in high-fashion wear usually struggled to find anything beyond 'ordinary' in the Dhaka market. That's when they decided to produce their own label, Qamash, an ethno-fusion inspired clothing brand.

This is the story of two friends, Rumjum Fattah and Tasmeya Zakir and their fashion line Qamash – a 'beyond the traditional' line of couture wear.

Qamash means fabric, in Arabic, the perfect word to describe an ethnic-fusion inspired, unique clothing line according to both Fattah and Zakir.

"We make sure our fabrics are high-end and explicitly fit our brand identity. When we say a particular design carries the muslin fabric, then rest assured that the highest quality muslin available today, has been sourced. There's no chance that it will be replaced or reworked, in the more available

and cheaper organza version," said Fattah.

Both the designers made it a point to inform that Qamash was meant for the bold, multitasking women of today. "Our designs will certainly help highlight the modern independent woman and demonstrate her unique personality to the world. At Qamash, we do not make the regular, 'day-to-day' kameez or the sari. Designs here are exclusive, fresh and very expressive. Having said all that, Qamash is also an everyday wearable brand! All in all, if we have to summarise our label then it will surely be a unique but affordable clothing line, that fits the everyday woman," Fattah said.

Zakir added on to reflect the true identity of the brand. "From luxury statement pieces for a night out with the girls to chic casual-wear, perfect for lounging after a long day at the workplace – Qamash is meant for everyplace. We may be new but our brand has already taken up a strong online



presence. We promise that anybody who visits our online site won't be disappointed for sure," Zakir added.

And correct their proclamations were, because Ainsihar – the pilot collection by Qamash was anything but 'drab' or 'ordinary.' Each design was unique and yet meant for the everyday woman; she who juggles between multiple identities in a day; from being a student to a professional, a daughter to a homemaker, a thrill seeker to an adventurer – there's something for everyone.

By Fashion Police

Photo: LenZcraft

Models; Sameena, Maria

Wardrobe: Ainsihar by Qamash Essentials

[www.facebook.com/qamash.label/](http://www.facebook.com/qamash.label/)

[www.instagram.com/qamash.label/](http://www.instagram.com/qamash.label/)

[www.qamashbd.com](http://www.qamashbd.com)

#PRESS RELEASE

# Chol x Shama Kun launched

Paraa's fashion and product designer Shama Kun, the women artisans from Korail, the diverse models and performers on the ramp and host, Fahd, of Aloki, celebrated the launch of Chol x Shama Kun on Friday 20 November, 2020.

Chol is a new platform by Paraa for designers and artisans to think beyond the constraints of 'fast fashion.' Chol understands the need of preserving and pushing cultural and design boundaries, focusing on affordable, sustainable and hand-made garments. Chol understands the need for high quality designed products, excellent fitting of clothes, as well as being affordable for those keen to lessen their footprint of consumption but also



wear amazing sustainable clothes designed and made in Bangladesh.

Chol's first collaboration is with fashion and product designer Shama Kun, and is a capsule collection that is inspired by the

memories of comfortable warm nakshi kantha blankets. For Shama, kantha carries memories, it's a piece of belonging which reminds her of the cultural roots of her elders. For many years, there had been this culture of layering old fabrics or recycled saris with hand embroidery to make kantha and transform it into a new look. The fashion industry is one of the biggest contributors to pollution in the world and so, Shama is doing her best to do her part to minimise pollution by exploring the reuse processes of kantha making and created a dynamic new look. Each outfit has intricate kantha embroidery on it by the women artisans of Korail and; old saris sourced from Begumbazar in old Dhaka and handloom

saris sourced from Korotia, Tangail, are used as fabric layers. The entire collection displays a celebration of craftsmanship of Bangladesh.

Chol's focus is to celebrate the wonderful diversity of Bangladeshi people, often neglected when it comes to the fashion industry. Chol invited people of different ages, sizes, ethnicities and genders and from different economic backgrounds from Dhaka to participate in this inaugural fashion performance, none of whom had any fashion or catwalk experience. Some of the amazing models talked about how age is just a number, plus size is a plus, and beauty is different, and fundamentally, we are all beautiful.

## করোনা কে ভয়, এখন আর নয়

ব্যাকট্রল সাবান অথবা হ্যান্ড ওয়াশ  
দিয়ে প্রতিবার অন্তত ২০ সেকেন্ড\* হাত ধুয়ে নেই

এখন প্রতিটি ব্যাকট্রল হ্যান্ড ওয়াশ পাম্প ২০০ মিঃলিঃ  
এর সাথে **১টি ফেস ফ্রি!** মাস্ক



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