

Prêt-à-porter collection by Zurhem

Faced with the impossibility of a runway show amidst the COVID-19 pandemic, Zurhem – one of Dhaka's very own luxury fashion labels, organised an ambitious display of their first ever 'ready to wear' collection, on December 19, at Hotel Intercontinental Dhaka. Surprisingly, the show turned out to be rather successful; with the city's A-listers brimming the venue in their 'Z' branded masks.

Dubbed as **A Walk in the Garden**, the bespoke fashion label introduced its latest venture – the prêt-à-porter collection, designed and curated by the Creative Director of Zurhem – Mehruz Munir. Zurhem's second atelier at the Intercontinental premises in Dhaka was also unveiled at the same event.

For years, fashionable people of the society have struggled with the associated problems of a runway show. They have had to continuously juggle between the possibilities of desire, practicality and deliverability. Often the shipments made



after a particular show would take months to reach clients. Bespoke designs would claim substantial time, to achieve a similar perfection as its original, and the list goes on. On top of that, most runway clothes are an expression of creativity, comprising of esoteric designs – that are often unsuitable as wardrobe for the everyday arena. And hence the conception of the 'prêt' collection by various fashion labels around the world.

Zurhem finally joined the club in 2020, introducing their latest 'ready to wear line' to meet the fashion needs of the general. "We have sizes from extra small to various measurements in the plus-size," said Saadat Chowdhury, chairperson of Zurhem, while hosting the event. He also mentioned that they outsourced their production to other countries like Portugal, Italy and Turkey where the artisans are more equipped to work with exotic materials like python snakeskin and the likes.

I dream of rain, I dream of gardens in the

desert sand, I wake in vain.... – from the track Desert Rose by Sting looped hypnotically at the show, as the models strode past the viewers, in their sailor dresses, hands thrust in the pockets of their dinner jackets, and waving their 'nature inspired' maxi dresses.

The timeless bits of luxury fashion like the tailored blazers, jackets and hoodies for the gentlemen were all about comfort and wearability. With hairstyles resonant of a 50's Gatsby party, the Zurhem prêt-à-porter line reminded us of days when people would make an effort to stay stylish, even if it meant for every day obligations, like going to the office.

In short, the Fall/Winter 2020 collection by Zurhem signifies a small gesture of hope; a comfortable collection that reminds people of the good times that are almost back at our doorsteps.

By Fashion Police
Photo Courtesy: Zurhem

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