

Dhaka Day by Day

Creating an Urge for the Make-believe

by Rashed Mahmud Titumir

"What is fashion", once asked Oscar Wilde, an Irish author and playwright. "It is usually a form of ugliness so intolerable that we have to alter it every six months."

Now-a-days high fashion changes every two-and-a-half month, according to the designers, but most clothing, whether high fashion or low, goes out of style long before it is worn out.

If we consider the changes in shalwar kameez, those started with the mini sleeveless kameez with tight churidar complete with cat's eye sunglasses and beehive hairdos in the 60s. The 70s also had short kameezes but flared-out shalwars. The 80s had more conservative styles, longer kameezes, shalwars with narrow ankles. Churidars came in again and then the dhoti which didn't stay for long. The nineties brought in cooler, flowing and comfortable styles - frock-like kameezes, flared kurtas, wide ankle shalwars.

To be in the race and keep pace with modern marketing, you have to abide by the rules of the game. Otherwise, you will fall apart, says Shaon Zaman, a free-lance fashion designer.

Sellers always target the young. "Even two-year-olds are concerned about their broad clothes, by the age they enter in schools they are "fashion-sensitive," puts Zaman.

Today's mothers want their infants dressed to match what they themselves wear. They buy fancy clothes and other goods for their children," adds Zaman.

Lately, the fashion world has concentrated on watches and eyeglasses, as sellers would like the fashion to go with any outfit. They have also invaded the realm of even sports footwear. Khan Md Asaduzzaman says, "If you talk about shoe performance, you only need one or two pairs. If you are talking fashion, you are talking endless pairs of shoes."

Moreover advertisers, the cultivator of

needs, especially like to play self-doubt of women and promote things, to make women more fashionable.

"It is our job to make women unhappy with what they have," says a copy-writer. "For those whose hair is too straight, or too curly, for those whose body weight is disturbed by anything, we assure them that synthetic salvation is close at hand," he adds.

Azfar Hossain, a teacher of English language and literature at the Jahangirnagar University, feels that it would be convenient to look at the concept of fashion from the Tagorian point of view. According to him, Tagore made a distinction between style and fashion by maintaining that while style is the face, fashion is the mask. "And this mask is mutable, changeable, slippery thus remaining divested of any fixed identity," says Azfar.

"Simulations today take an active interest in fashion to see it as a slippery signifier: it sleeps, slides, breaks, does not want to stay in place," quips Azfar. He is not in favour of condemning fashion altogether, but he is afraid of the "the desolation and disintegration of one's identity."

"That may be precipitated by the cultural aggression. That is what I am dead against," he maintains. He thinks that this fashion aggression inevitably encandies the flanc of consumerism and "whores around with the free market economy."

"As a teacher of English literature, I gather that a considerable number of misguided students and teachers still carry the colonial hangover, giving in to the fashion mostly imported from the west," concludes Azfar.

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LOOK MAN, I'M ONLY WEARING THE LATEST FASHION OUTFIT de PARIS!

SHARIF '94



Information Minister Barrister Nazmul Huda formally inaugurating the fourth draw of the Sports Development Lottery at National Sports Council auditorium in the city yesterday. — PID photo



Sunday

- 4:30 Opening announcement Al-Ghurur Programme summary Educational programme: Desh O Biggyan 5:10 News in Bangla 5:20 Cartoon: Tom and Jerry Kids Show 5:40 Sports programme 6:30 Health programme: Apnar Daktar 7:00 Open University 7:25 Tagore songs 8:00 News in Bangla 8:30 Taka Ana Kari 10:00 News in English 10:30 Musical programme: Sur Lahori 11:30 Khabar/The News 1:30 Live telecast of World Cup Final



DCC Mayor Mohammad Hanif (2nd from left) speaking at a discussion on "Strategies for the Development of Municipal Corporations" at a local hotel yesterday. From right are: Suranjit Sengupta, MP, LGRD and Cooperatives Minister Abdus Salam Talukder, Rehman Sobhan of the Centre for Policy Dialogue while CCC Mayor ABM Mohiuddin Chowdhury is seen on the extreme left. — Star photo

'Create mass awareness on disaster preparedness'

State Minister for Disaster Management and Relief Harun-Al-Rashid said that skilled personnel and mass awareness are needed to reduce loss of lives and damage of resources, reports UNB.

He called upon the government officials and NGO workers, public representatives and educated sections of the society to put in their best effort in creating mass awareness on disaster preparedness programme particularly among the people of coastal areas.

The State Minister was addressing the inaugural session of a daylong workshop on disaster management at the circuit house in Cox's Bazar yesterday. The seminar was organised by the Disaster Management Bureau.

Presided over by Additional District Magistrate, the function was addressed by Shajahan Chowdhury MP, Mohammad Eshaque MP and BNP Joint Secretary M Aminullah.

As Bangladesh is located in disaster-prone area, we have to face the natural calamities like cyclone, flood, tornado and draught from time to time, Harun said.

In this connection he emphasised on training for government and NGO officials, public representatives and so-

cial workers about disaster preparedness and mitigating measures.

Referring to the measures taken up by the government the State Minister said that national Disaster Coordination Council led by the Prime Minister, inter-ministerial disaster management co-ordination committee, district, thana and union level committees have been formed to gear up the disaster preparedness and mitigating programme.

Terming disaster as a curse for the nation, Harun-Al-Rashid called upon all to work unitedly for the prosperity of the nation.

Government officials, NGO workers and public representatives took part in the workshop.

83 arrested

Police rounded up 83 people, including 24 wanted criminals, from different parts of the city yesterday, a DMP press release said, reports UNB.

The arrested, who also included two under the Arms Act, four under the Special Powers Act, nine accused of gambling and seven of stealing, were produced before the court.

50-tk Prize Bonds result

The 52nd Draw of 50 Taka Prize Bonds was held in the city yesterday at the Commissioner's office, Dhaka Division, with Md Enamul Karim, Addl Commissioner, in the chair, says a press release.

The results are: First Prize of Tk 2,50,000 - 0019923, 0332829, Third Prizes of Tk 5,000 each - 0015995, 0165709, 0309755, 0459953, Fourth Prizes of Tk 2,500 each - 0072953, 0115793, 0306557, 0471405 and Ninety Prizes of Tk 500 each:

Table with 3 columns listing prize numbers and amounts. Includes entries like 0002474 0002542 0004291, 0007806 0007898 0020806, etc.

Viva voce for new advocates

The viva voce for the enrolment of new advocates will begin on August 4, the Bangladesh Bar Council said in a press release, reports BSS.

The Bar Council requested the candidates to apply to the Bar Council by July 27.

What's on today...

Publication Ceremony: Of the book 'Rainbow Over Padma' written by late S M Ali, Founder-Editor of The Daily Star. Venue: National Museum auditorium, Shahbag. Time: 5 pm.

Seminar: On 'the collision of the Shoemaker-Levy 9 comet with Jupiter' organised by the Bangladesh Astronomical Association. Speakers: Dr Ahmed Shafi, Dr A R Khan, Dr Mofiz Uddin Ahmed, Prof Md Shamsur Rahman and Syed Samiul Islam. Venue: Science and Technological Museum. Time: 5 pm.

DCCI Discussion: On the expansion of bilateral trade between Bangladesh and Pakistan organised by the Dhaka Chamber of Commerce and Industry (DCCI). A 10-member delegation from Pakistan will participate. Venue: DCCI auditorium (5th floor). Time: 11 am.

Zahir Raihan Film Society: A Bangla-Russian film session has been organised. Today's film: Emiler Goenda Bahini directed by Badal Rahman. Venue: Russian Cultural Centre, House 510, Road 7, Dhanmondi. Time: 6 pm.

Konrad Wolf Retrospective: Organised by Ritwik Film Society and Chalochitra. Today's film: The Naked Man on the Playing Field. Venue: German Cultural Centre. Time: 6 pm.

Memorial Meet: On Jahanara Imam organised by the Ekatturer Ghatok Dalal Nirmla Committee. Venue: Engineers' Institution. Time: 4:30 pm.

Seminar: On 'the Impact of Weather on Environment: Bangladesh Prospective' jointly organised by the Bangladesh Meteorological Department and the Forum of Environmental Journalists of Bangladesh. Chief guest: Minister of State for Planning Dr A Moeen Khan. FEJB chairman Chinmay Mutsuddi will preside. Venue: Meteorological Deptt auditorium, Agargaon. Time: 10:30 am.

Inauguration Ceremony: Of the Bangladesh Rural and Urban Development Council (BRUDC). Chief guest: Abdus Salam Talukder. Minister for LGRD and Cooperatives. Special guest: Prof Mirza Mazharul Islam. DG, BIRDEM. Venue: Hotel Purbani International. Time: 5 pm.

Rotary Club of Metropolitan Dhaka: The regular meeting will be held. Venue: Sheraton Hotel. Time: 5:30 pm.

Weather

Temperature may rise

Temporary light to moderate rain or thundershower is likely at a few places over Chittagong, Barisal and Khulna divisions, at one or two places over Dhaka and Rajshahi divisions during the next 24 hours till 6 pm Sunday, reports UNB.

Met office says slight rise in day temperature is expected during the period across the country.

Giving extended outlook for another five days the weather office predicted that rainfall activity is likely to increase. Country's highest temperature 35.0 degrees Celsius was recorded at Bogra and Sylhet while the lowest 23.6 degrees at Jessore yesterday.

The sun sets today (Sunday) at 6:48 pm and rises tomorrow (Monday) at 5:21 am.

The maximum and minimum temperatures and humidity of some major cities recorded yesterday were:

Table showing temperature and humidity for various cities like Dhaka, Chittagong, Rajshahi, Khulna, Sylhet, Cox's Bazar, Dibrugarh, Barisal.

BGMEA concerned at loadshedding

The Bangladesh Garments Manufacturers and Exporters Association yesterday urged the government to make special arrangement for the garments industry to maintain uninterrupted power supply, reports UNB.

The garments manufacturers cannot finish their production as schedule, set by the foreign buyers, resulting in cancellation of export orders by the buyers in large number due to intermittent power breakdown, said the BGMEA in a press release.

"Prolonged load-shedding of about four hours a day for the last three months without prior notice has seriously been hampering garment production," it said. Due to load-shedding, the association noted with concern, export order will be cancelled and Bangladesh will lose the export market for delay in the supply of garments.

MEDECINS SANS FRONTIERES P.O. Box 23, Circuit House Road Cox's Bazar WANTED Applications are invited to fill up the following project post on purely temporary basis. Includes table for job details.

PRODUCTION OFFICER Reckitt & Colman Bangladesh Ltd. wants to recruit PRODUCTION OFFICER as part of their management team; reporting to the departmental head. The ideal candidate should be a chemical engineer from a recognized university, home or abroad. He should be in his early thirties.

At Reliance Your Security Comes First. Reliance Insurance Limited. BSB BUILDING, 8 RAJUK AVENUE DHAKA-1000, BANGLADESH. Includes logo and contact details.

CAREER OPPORTUNITY Gillette Procter & Gamble Kodak Mars BRAUN AQUAMARINE DISTRIBUTIONS LIMITED (ADL), a Marketing and Distribution Company of Fast Moving Consumer Goods, represents world famous multinational brands.