

Designing- A Step Forward

1st Ananna Eid Fashion award takes place

By Abdus Saboor

A dressing is the most important component of a person's appearance, the dress designers certainly play a vital role in fashion. As for any artist, his best recognition comes with award, and believing so, Ananna, a fortnightly magazine, has taken initiatives to encourage our dress designers.

Ananna organized its first Eid Fashion award on December 11, 1999 at hotel Abakash. State minister for information Professor Abu Sayeed Chowdhury was the chief guest in the occasion. Eminent fashion designer Mahin Khan was present as the special guest and Tasmina Hossen, the editor of Ananna, presided over the ceremony.

The programme started with the welcome speech by Dil Monowara Banu, the executive editor of Ananna. Mahin Khan, in her speech, said, 'In future

electronic media will be the source for fashion update as e-commerce will take over all other means of communication. It would be a shame if we too do not hook on to such an approach in order to take our fashion into the next millennium.'

The programme then quickly shifted to a brief fashion show displaying the awarded dresses. The models in the show were Mou, Rumi, Nipa, Sagar, Al Amin, Reefat, Oli, Shimu and others.

After the show, Tasmina Hossen gave her speech. In her short speech, she disclosed the background and motive behind this award ceremony and she also gave brief information about her magazine. Professor Abu Sayeed Chowdhury in his speech emphasized on our traditional culture and encouraged the modern designers to mingle our folk fashion with the modern trend.

Ananna has been giving two other awards for the last five

years. They are the Shirsha Dash award and the Literature award. The Shirsha Dash award is given to ten top women of the country who have done exceptionally well in their own field. The Literature award is given to a woman for her literary works. This is for the first time that Ananna is giving award for fashion designing.

Ananna was first published for women only. Now it has expanded its boundary to the whole family.

The award was distributed in different categories. In the Saari section, there were five divisions, Ka, Kha, Ga, Gha, Una, and in the Salwar Kamees and Panjabi section there were three divisions, Ka, Kha, and Ga.

In Saari section the winners were Dressidel, Desh Karuppana, Molla Silk, Karu Palli and Dressidel again.

In Salwar Kamees department, the winners were Kay Craft, Anjans and OG. In the

Panjabi department the winners were Desh Karuppana, GD Fashion, and Karuppani. In miscellaneous section, Anjans got the first prize.



Models in the fashion show organized by Ananna -Star Photo by S.K.

Prof. Abu Sayeed Chowdhury is seen with the winner of the Ananna Eid Fashion competition- Star Photo by S.K.

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