

# City shoppers into simple design, soft hues this Eid

**WAHIDA MITU**  
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With Eid round the corner, the fashion conscious people in the city are busy readying their attire. As the crowds throng the shops and boutiques, it's an opportune time to see what's in and what's out.  
Fashion designers and

wear simple and sober clothes.”  
Sonya Rahman, a university student shopping at OG, a fashion house in Dhanmondi, seconds this view. In her words, “ I am on the look out for a dress that is both beautiful and simple. I want to wear it occasionally and in some cases regularly.”  
Most fashion houses in the city

**Most fashion houses tempt Eid shoppers through changes in design and also cutting style as some customers favour contrasting shades in salwar kameez and dupatta and also between blouse and saree**

boutique owners say a firm yes to “elegance with simplicity”. As Khalid Mahmood Khan of Kay Kraft, a fashion house in the city, said, “Buyers don't want to go in for garish dresses. They prefer to

tempt the Eid shoppers through changes in design and also cutting style. Emdad Haque of Banglar Mela in Banani said customers favour a contrasting shade in salwar kameez and dupatta and



Shoppers browse through the various clothes before picking their choice.

also between blouse and saree. The shop reports brisk business of attire embellished with kantha stitch as well as casual sarees with hand painted and floral motifs.  
The changes in tastes of the consumers in Dhaka dictate that the fashion houses have to be on the alert. Said Faiza Rahman of Aarong, “ We have to be abreast of consumer preferences while designing clothes. This Eid we introduced varieties in dupattas, as for instance, crushed dupatta.” Care has been taken to meet the demand of different age groups too.  
Likewise, the outlet will cater to the demand for natural dyed sarees with kantha stitch in soft silk attire. Other popular draws are likely to be exclusive jamdani sarees, handloom cotton sarees and muslin sarees.  
Habib Ahmed Hochi of OG said that this season Dhaka's young women buyers prefer to buy semi-short dresses, that is at the level of the knee rather than short dresses.  
High neck collar, known as the babli dress and three-quarter length sleeves are getting more attention from customers as this  
year's Eid will be celebrated in pleasant weather, said the designers.  
As always, men are opting for Punjabis rather than shirts to wear during the festival. The short Panjabis, in particular, are selling like hot cakes. “Young customers are keen on buying short Punjabis,” said Shirajul Islam of another boutique Anjan, adding: “Colourful Punjabis, two tone (dhupsaya) Punjabis, Sherwani-cut Punjabis and shirt collar Punjabis are also in great demand.”  
Fatuas are also catching up with other products as a gift item, said different fashion designers.  
“The prices of the fatuas are cheap comparing with Punjabis and I have bought one for my nephew,” said Tamal Ahmed, a service holder while shopping.  
Clearly there is a dress for every taste for Eid. And the city dwellers obviously want to look their best on the day. The market has got off to a good start -- to the delight of shop and boutique owners.

12x3

12x2

12x3