

Traders fear another year of loss if winter is mild

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Markets such as Bangabazaar are buzzing with warm clothes display preparations as another winter approaches.

Sale of warm clothes is a seasonal business and speculation remains among traders whether sales would bring in good profits.

Clothes of vivid shades of red, blue, yellow and mixtures of other hues are being displayed to attract customers from all walks of life.

But the buying sprees are yet to begin, as people are uncertain of the duration of the winter season.

"People are reluctant to buy warm clothes for a 15-day winter as in the last few years," said Mohammad Nurul Islam, proprietor of Yasin Fashion in Bangabazaar. "We are assured of a profitable business if the winter lasts for at least a month," he added.

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Bangabazaar sells a range of warm clothes from jackets to

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sweaters, mufflers, tights, caps, monkey caps and gloves. Warm clothes are available there at a much lower price compared to those sold in other markets.

Traders produce their own ware and sell them along with seconds from abroad. Their stores contain a good collection of children's-wear.

"I came here to buy some clothes for my three-month old baby as infants are prone to winter-related diseases," said Mumtaj Begum, buying a pair of booties (woollen socks).

Although Bangabazaar is geared to cater to winter customers, most markets and fashion houses in the city are yet recovering from Eid sales where imported clothes took precedence over locally produced items.

"As we specialise in imported winter items from China and Hong Kong we are waiting to complete formalities to put them up for sale," said Mohammad Selim, a shopkeeper of Polwel Super Market. "Hopefully, we will have them by the end of this month," he added.

Fashion houses selling their own products are not fully prepared with their winter collection because of the recent stretch of holidays.

Outlets like Westecs are preparing to bring out a collection of new items along with the leftovers of last winter. Blazers, suits, over coats and leather jackets will be added to this year's collection.

"We hope our winter collection will be on our shelves in a few

days," said Babul Poddar, manager of Westecs, Gulshan Branch.

However, the meteorological department predicts a mild winter this year too as in the previous year because of urbanisation and increased population.

But cold waves are due in the last week of December stretching to January, said Shujit Kumar Dev Sharma, from the weather department.



A shopkeeper at Bangabazaar displays an array of winter items.

STED ZAKIR HOSSAIN

11x3

4x2

6x3

8x2

6x3