Bangladeshi handlooms, fabrics and designs represented by all the shops, to the onlooker," says Khaled. "At the same time, we wanted each design shop to maintain its own exclusivity." Clearly, Deshi Dosh has broken all barriers; glass walls dividing the shops, open ceilings and a massive space in the middle let the shops and their workers to mingle with each other and also customers who walk in. The space also has a few benches where they can relax and have some of the snacks from the Food Corner at one corner of the space, thanks to Probartona.

Deshi Dosh, however, is yet to pick up sales, as it is difficult for people to come in to the shop on weekdays after iftar trying to meet the 8:00 pm deadline. However, on weekends, it is a different story all together. An executive at one of the shops at Deshi Dosh says that on the first Friday after Deshi Dosh launched, the particular shop earned a profit of at least 3 lakh takas. "The place was filled with customers running from one shop to the next," he says. Khaled says that Deshi Dosh would be a wonderful experience for customers who are extremely particular about designs and prefer to move from one design house to another to choose the perfect style. "We have almost all the major design houses here on one platform," says Khaled. Why would anyone, therefore, want to miss this opportunity of







