

# Aarong flagship store opens

STAFF CORRESPONDENT

A leading fashion and lifestyle brand in the country, Aarong, opened its first flagship outlet in the city yesterday, to present itself on a platform of global standard.

Sir Fazle Hasan Abed, founder and chairperson of Brac, the world's largest non-governmental organisation, inaugurated the store.

Over 36,000 square feet, the six-storey outlet on the Dhaka-Mymensingh Road in Sector 3, Uttara is the country's biggest retail store.

Its six levels are characterised with dedicated segments for clothing, accessories, leather and metal, books and stationery, toys, household products, and much more.

Other features include an exhibition gallery, a floor dedicated to exclusive products being offered, a premium customer lounge, and a newly branded Aarong Café in the store.

Sir Abed told a press conference that the social enterprise was set up in an effort to create employment for the country's poor, particularly for women.

Its goal was also to reinvest profits from Aarong in Brac's various poverty alleviation programmes, he said. "We are happy, as we have so far been able to do so."

Brac Enterprises managing director Muhammad A Rume Ali said Aarong was set up to give platform to rural crafts people so that they can

access market and sell their products.

The flagship store aims to fully capture the brand and will hold the highest volume of products, said Tamara Abed, director of Aarong.

She said the 33-year-old social enterprise started the process five years ago to consolidate its brand image and present itself on a platform of global standards.

"Every aspect of design, starting with the customised plans for the building to internal layout and decor, has been made to fit international retail industry standards."

"All our efforts culminate in the creation of a complete, state-of-the-art retail experience for the customer," said Tamara.

The brand director also said that

for the past three decades, the customers have relied on Aarong for its unique design and impeccable quality products.

"We hope that the unparalleled shopping experience we are offering at our flagship store will add a whole new dimension to the country's retail industry."

Brian Quirk, whose Kuala Lumpur-based agency Quirk and Associates was involved in the interior designing of the store, also spoke alongside senior officials of Brac and Aarong at the press conference.

Aarong supports lives and livelihoods of some 65,000 rural artisans and handicraft producers. Women make up half the producer base.



Press Mee Aarong flagship outlet



Shoppers browse in the flagship outlet of Aarong at Uttara Sector 3 in the city. Inset, Sir Fazle Hasan Abed, founder and chairperson of Brac, speaking at a news conference after inaugurating the store yesterday.

PHOTO: STAR

# Bullet-hit body found in city

STAFF CORRESPONDENT

Police recovered the body of an unidentified man, shot on the back of the head, from Khilkhet in the city early yesterday.

A patrol team of police found the man, age around 41 and wearing black shirt and trousers, with his hands and legs tied with towels, in Papira Balurmath near Pink City's Gate No 1, said SI Abdus Sabur of Khilkhet Police Station.

The man was killed elsewhere and dumped there, he said, adding that the body was sent to Dhaka Medical College Hospital morgue for autopsy. A murder case was filed.



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