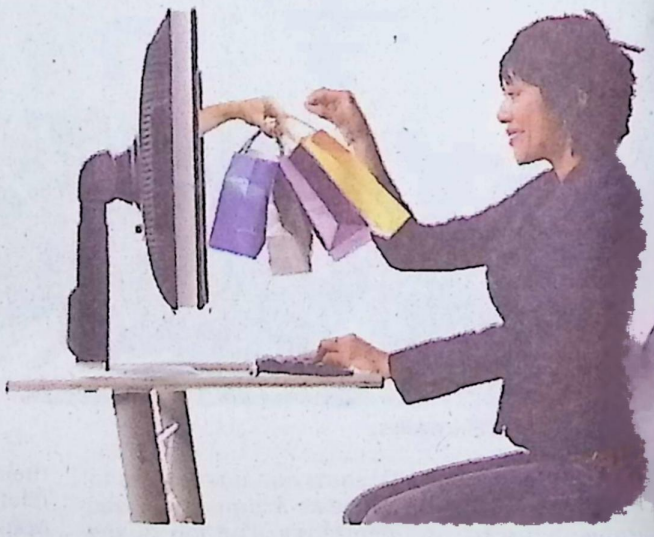
Once You Shop, You Can't Stop

UPASHANA SALAM



Something awesome this way comes. The festive air, the joyous atmosphere, the excited anticipation; come on, Eid, get here already!

While Eid will take its own sweet time to get here, the shopping frenzy has already begun and how! People are swarming mall after mall in search for the perfect ensemble. The exhausting search begins with the hunt for the ideal outfit. The design, colour, cut, price; every detail is considered and innumerable shops visited before one finally finds the outfit worthy of the grandest event of the year. This, however, is just the beginning. There are still the shoes, wallet, bag, belt, jewellery and countless other accessories to think of. How many shops can you visit before your body starts cursing you for putting it under such pressure?

For shopaholics who love shopping but don't have the time or energy to hop from one store to another, shopping online is the way to go. While people around the world have been using computers to shop for over a decade now, online shopping is a relatively recent trend in Bangladesh. Although a large majority still shop at stores, there are many who prefer shopping online in the convenience of their homes.

Online shopping has opened a myriad of choices for Sameera Zaman, a full-time employee at a consultancy firm. Before discovering the wonders of shopping via the internet, Sameera had to sacrifice her only day off to endure the traffic of Dhaka streets to get her shopping done. Seeing her struggle to complete her Eid shopping last year, a friend suggested her to browse through the various online stores on social networking sites like Facebook. That suggestion changed her life, says Sameera with a laugh.

"There are a number of clothing stores on Facebook that offer new designs, competitive prices and a variety of options. You only need to browse through the options to choose the design you want, book it online and pay for it, accordingly," she says.

Fashionistas and regular readers of the Daily Star's Lifestyle will know that the fashion brand 'Andeem' recently opened its flagship outlet in Banani. 'Andeem' has become a popular name amongst youngsters, known particularly for their creative designs and fresh ideas. Like 'Andeem', several well-known retail brands such as 'Jhijhi-Poka,' 'La Mode' and 'Adam & Eve' started their journey as stores on Facebook. The social networking site has enabled a number of new stores to mushroom with fresh and ingenious concepts.

Different online stores cater to different needs and wants. With a few clicks, you can search for a myriad of products without having to step a foot outside your homes. Online sites like CellBazaar, ClickBd and Bikroy bring you the best of all worlds. Be it clothes, books, watches, electronic items or even cars, you can get them all by visiting any one