

POND'S Presents  
The LUSTROUS  
RUNWAY



# MALAIKA ARORA KHAN

## at "Pond's presents The Lustrous Runway"

The fashion industry has always been a strong contender in Bangladeshi culture and with recent participation of fresh new fashion geniuses, the industry has quite literally leapt forwards. So its not suprising that we hold a lot of wonderful fashion shows here. The best and most awaited of them all though, is "Ponds presents The Lustrous Runway". Its widely considered as one of the most extravagant affair in the Bangladesh Fashion scene. Some of its key reasons to success is its unique platform that challenges fashion designers to cross the borders of creativity.

The Lustrous Runway is designed to give women a dream platform to showcase their talent and to take the fashion industry of Bangladesh to a higher echelon. They want to recognize those talented and artistic women who have very rich ideas, an invasion of the senses - from the vintage inspiration to the contemporary presentation. The result of which is not only an assortment of exquisite designs & motifs

but a platform of hope, dreams and promise of exposure for all the Bangladeshi boutique fashion houses and designers.

This year's grand event showcased the exclusive collection of Paera, Studio Omana, Nova Genuine Swarovski, Sarah Karim, Nuzat Nawar, Kimaya Design Studio and Purvi Doshi along with the gorgeous Shishir Al

Hasan, who walked the ramp as celebrity showstopper. But the true surprise was the amazing feat that "Pond's presents The Lustrous Runway" has managed to pull. They have brought along International Sensation Malaika Arora Khan on the Bangladeshi ramp for the first time ever in the nation's history.

As it is clearly evident, this year's event was one for the record books. The grand event took place on 28th November 2014 and is jointly managed by Ponds and the event management company Infinity.

By S.M. Intisab Shahriyar

