

SHOP SPECIAL

The Blazer BD

THE Blazer BD was founded by Kazi Rajib Uddin Ahmed, Director of Mousumi Industries Ltd in 2007 out of a desire to create a global brand specialising in tailored men's and women's wear. His ambition was to combine the best fabric with the latest designs to make a company of international repute.

"My father used to have a tailoring and fabrics business before I was born, The Blazer BD was born out of my dream to re-create that business," says Kazi. The family business was burned to the ground by Pakistani forces during the liberation war. Now, with a dream to bring back that business, Kazi aims to make The Blazer BD a studio of exclusive dress-making in modern fashion.

"The store now caters to everything in modern fashion - from the designs of the suits to the fabric that is used," he says. Their flagship product, the classic suit is specifically cut to classic British lines and the vast selection of fabrics range from wool, cashmere, linen, cotton and silk. The designs and cuts are by highly skilled, trained artisans. Their collection of men's apparel ranges from shirts, trousers, ties, suits to shoes and can be browsed at their website www.theblazerbd.com

The company was created out of an ambition to make a Bangladeshi tailoring business go global. "I wanted to make The Blazer BD a brand name in the global market. But I also wanted to retain our country's identity, hence the BD part of the name," says Mr Kazi. The popularity of The Blazer BD in



Bangladesh is already soaring, and the activity and customer reviews on their Facebook page of the same name bear testament to that. It seems Kazi's dream of creating a global brand is well on its way to being fulfilled.

The Blazer BD is located at 135-136 Ramna Bhaban, 2nd Floor, Dhaka-1000. For more information, call 9563700, 9564402 or email at info@theblazerbd.com.

LS Desk

Model: Zamsad

Photo: Shahrear Kabir Heemel

Wardrobe: Blazer BD

Location: Seven Twelve Lounge, Dhanmondi

