



SPOTLIGHT

SUMMER FERVOUR

THE seasons have taken a U-turn, and much to the annoyance of the fashionista. The first casualty of this change was the disappearance of fall, followed by the trivial winter and an even shorter spring. Now all that we are left with is a long, gruelling summer although spring is yet to bid its seasonal adieu. The transient times, make way for transient fashion and fashion conscious men and women are spoilt for choices.

To dress up in a hot climate is not an ordeal by any means but one must keep notice of the change in thermometer as comfort is of prime importance in the summer days. There are many who prefer prêt-e-porter, and then there are others who prefer every-

thing bespoke. Fashion is a fine balance of comfort and panache and hence we find people preferring casual wear, while others opt for more formal attires. And then there are those who like to mix and match as need be.

For many decades, Pride has been a familiar name, one that promoted Bangladeshi fabrics and designs catering to the local market. Their newest line, Pride Girls is a one stop shopping experience for girls looking for summer casual wear. Now that we witness a revival of our long standing textile heritage, this is one fashion fare the fashion belles cannot resist to visit.

Armadio, is a newbie in the fashion scene, yet the mark that they have already etched in the scene is quite

extraordinary. Their forte – bespoke – for men and women alike, arms the fashion conscious in their effort to exude class and flamboyance.

This week, Star Lifestyle focuses on these two additions in the local fashion scene. Pride Girls, a new line from an established house that is Pride, and Armadio, a new sensation that is all set to put the fashion scene on fire.

PHOTO: SAZZAD IBNE SAYED
MODEL: SUNEHRA
WARDROBE: PRIDE GIRLS
MAKE UP: FARZANA SHAKIL
SHOOT COORDINATOR: TABASSUM ANILA HRIDI
FOR RELATED STORIES SEE PAGE 6, 7, 8 AND 9



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WHY DO WE NEED TO TRIM OUR TUMMY FAT ?

Everybody desires a flat seductive tummy but with age, stress, sedentary life style, child bearing or lack of exercise can keep you far away from it. Sadly, tummy fat is not just about fitting into your clothes but also a big issue for long-term health.

Here are 4 reasons to work on shedding it:

1. The visceral fat of the tummy is "biologically active," & produces hormones (adiponectin & leptin) that affects appetite & metabolism & blood sugar-regulating insulin. **Fatty liver change** is one of its consequences.
2. Fatty acids released by belly fat are also linked to higher LDL (bad cholesterol) & lower HDL (good cholesterol) & pumps out cytokines promoting constant low-level inflammation & insulin resistance.
3. As large waists are estrogen receptor negative, it is more likely to develop breast cancer.
4. Tummy fat & reduces fertility and potency.



Shape up without surgery and pain



Its better late than never...

- **Ultracontour HIFU** (High Intensity Focused Ultrasound) can be an excellent answer to achieve a flatter tummy.
- This revolutionary French technique sculpts your body by eliminating the unwanted pockets of 'exercise & diet-resistant fat'
- Effective on fat of tummy, hips, love handles, thighs, back & arms.
- The multisequential ultrasonic waves burst the fat cells & drain the fluids & the waste immediately by **Ultrasound Multi-Lymphatic Drainage (UMD)**.
- The procedure is permanent & shows circumference loss of 1-3 inches after the procedure.
- This fascinating procedure can be a non-invasive answer to those who are afraid of surgical intervention & more concern about shaping up themselves.



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