

CHECK IT OUT

Mayasir's Pohela Boishakh wardrobe



Pohela Boishakh is a festival that radiates the Bengali spirit. And this spirit comes alive on the New Year through many means: from 'desi' food to folk and Tagore songs. Of course, a big part of the celebration is the attires. Clad in traditional wears, we relish in the festivities around us.

Mayasir has set their Pohela Boishakh wardrobe for the upcoming celebration. The principal idea that worked behind the designs is the journey of the past and present of the textile folk tradition. The designs are inspired by its masterly needle work that has sustained the frames of time.

Hand spun silk, muslins and Tangail weaves are inherent in their collection.

Bangladesh in Frames

THE seventh annual photography exhibition of 'Through the Lens: Bangladesh' (TTL BD), named 'Bangladesh in Frames 7', took place from 26 March to 30 March, 2015. The event was held at Drik Gallery in Dhanmondi and Kalpana Boarding in Shakahari Bazar.

This year, TTL BD presented a

wide range of black and white and colour photographs from all over Bangladesh, created by 114 creative amateur photographers. Bangladesh in Frames 7 was curated and edited by Aninda Kabir Avik.

Through The Lens: Bangladesh is an online-based photographic community.



Celebrate Bengali New Year with Rang

IN the fashion world, there are myriads of celebrations for the New Year with latest and unique designs. Renowned fashion house, Rang is also celebrating the Bengali New Year with outfits that call for comfort, sophistication and creativity.

All outfits, accessories and jewellery products have been designed by keeping comfort in mind. The products at Rang reflect the culture and heritage of Bangladesh, with special focus on using local fabrics. The jewellery collection is very special to Rang as the

designers have spent months studying the cultural motifs of the country and have incorporated their inspirations in the designs.

The exhibition for Bengali New Year will continue until 30 April in all showrooms of Rang. Visit the fashion house for exclusive outfits. You can buy gift vouchers priced Tk. 500-5000 for your loved ones for this special occasion too. If you prefer, you can shop online at www.rang-bd.com. For regular updates, check Facebook page, Rangfanclub. Call 01819257768 for inquiries.

Persona all set for Pohela Boishakh

BEAUTY salon Persona has come up with various services and discounts for the upcoming Bengali New Year, such as the 15 percent discount for hair rebonding. The offers will run from 5 April to 20 April. There is also a special make-over package for Pohela Boishakh. This package, which comes with a price tag of Tk.1500, also includes hair styling and dressing up in sari. The shutters on the outlets will come up very early in the morning of Pohela Boishakh.

Z&Z all set for Bengali New Year

FASHION brand, Z&Z, is all prepared for the Bengali New Year. On 21 March, 2015 Z&Z launched an outlet in House 15, Road 43, Gulshan 2. The opening ceremony consisted of a fashion show choreographed by Anila Hridi. The designer and owner of the fashion brand,

Mehzabin Mustafiz Shimly said, "It is a collection of traditional Bengali wardrobe, consisting of shalwar kamiz suits and saris. I gave much priority to the comfort of the outfits considering the hot and humid season." Aura Lounge sponsored the makeover of all the models.

The wonder donut now in Bangladesh

Chewy Junior, a donut venture and coffee chain based in Singapore, with 50 plus outlets in eleven countries, is set to open its outlet in Bangladesh. The cream donut puffs are celebrated as a wonder donut among its fans worldwide.

Chewy Junior is sure to win the hearts of this uphill urban populace. The internationally hit bakery is for those people who are optimally health conscious yet do not have any room to compromise when it comes to the taste.

The Chewy Junior experience in Dhaka will set off its sail from its outlet at the Crystal Palace, 22 South Avenue in Gulshan-1 on 24 April, 2015. The soft opening will take place on the eve of this Bengali New Year. For more information, call 01720 562 334.



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