

EVENT

UDYOG

Celebrating Bangladeshi women entrepreneurs

A five daylong exhibition, from 26-30 March 2015, was held at Westin by Nabab showcasing the creative works of four Bangladeshi online boutique stores. Ethnic jewellery store Shoilee, furniture shop Aronnok, designer bakery Punizz Kitchen and fashion house Stringz participated in the exhibition. The entrepreneurs of the stores are all women who are passionate about pursuing their creativity by using local craftspeople and materials. The opening ceremony of the exhibition was attended by Professor Muhammad Zafar Iqbal, sculptor Ferdousi Priyabhashini and singer Elita Karim who highly praised the initiative. Musicians such as Elita, Shahed and Rushnaf performed during the event days. The exhibition attracted people from all walks of life who truly value creative explorations.

ETHNIC AND TRIBAL

Shoilee, known as a tribal and ethnic jewellery store started off as a hobby for its entrepreneur, Tahmina Shaily. She would make necklaces, pendants and earrings from old ones and was also inspired by foreign stones and beads too. After receiving a growing positive response on her designs, she launched an online store on Facebook. She now has a wide collection of necklaces, earrings, bangles and anklets made from local and imported beads from all

over the world. Prices range from Tk. 500 to Tk. 5000 for each piece. Shoilee also offers custom jewellery where you can request your preferred kind of beads or metal to be used.

The boutique has recently launched a clothing line featuring Boishakh consisting of saris, skirts and tops, and men's panjabis. Check out Shoilee's products at facebook.com/shoileezone.

A NEW NAME IN DECOR

If you are tired of heavy and uncomfortable furniture and are seeking something fresh, light and exclusive, then you should definitely visit Aronnok, a boutique furniture store at facebook.com/aronnok.asbab. The brainchild of architect Samia Hossain, this store is all about fusing the old with the new, with a strong emphasis on functionality.

There are two styles of furniture at the store: classic and contemporary. Classic series has traditional wood work elements and consists of sofa set, side table, cabinet and coffee table. The contemporary series is modern and has sofa-bed, tools, 19th century inspired side table, storage ottoman, laptop desk and modular bookshelves.

BAKED GOODIES

For bakery artisan, Anika Alam, the sky is the limit. Punizz Kitchen has earned a name for its delicious fondant cakes that come in all shapes and forms. The most popular of designs are the MAC beauty set, Despicable Me Minions and princess castles. The rainbow, red velvet, cupcakes and cheesecakes are quite popular

amongst its fans. The boutique bakery is also run by Mostafa Kamal Rumi and prices for the cakes range from Tk. 3000-5000 per kilogram. Order your cake from Punizz Kitchen at facebook.com/PunizzKitchen.

FASHION FANTASTIC

Stringz is an online fashion venture for women who want to make a statement with their outfits, yet be comfortable. The boutique started off when the designer and owner, Tanjina Anis Prema, got tired of only Pakistani and Indian designs available in the market. She wanted to bring something trendy yet unique. She uses ethnic motifs from all over the world and Bangladesh, and gives a strong emphasis on bright and bold colour combinations.

Prema uses hand embroidery and screen prints, with figure flattering cuts. There are outfits for casual and semi-formal wear and are usually made in cotton, chiffon and silk. Get your outfit from Stringz at facebook.com/StringzBD.

Udyog was an illustration of ways women can use online media to market their products and be successful. You can shop online and get products delivered right at your door. You can earn money by advertising your products online. The possibilities of success are endless when you pair creative aspirations with online media. Such is the story of these four online boutique stores.

By Nileema Huda Khan

Photo Courtesy: Aronnok



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