

CHECK IT OUT

DENIM

SARIS

a new innovation

in Bangladeshi fashion

Denim has always been revolutionising construct in the fashion industry. Right from its birth in 1849, in the San Francisco Gold mine, denim has blazed a trail for 160 years and has been one of the most enduring fashion symbols. The casual, semi-casual look that is so famous now for its comfort factor, too, owes a large part to the presence of denim. Without it, the comfort look would be a lot less chic.

Another piece of fashion with a long history is the sari. According to legend, the sari has existed for over 5,000 years. This is not unexpected, especially if we recall the "draping around" methods of dressing used by other ancient civilisations such as the Greeks and the Romans. What is amazing is that the sari has survived where togas and other robes have receded into history, making an occasional appearance at fancy dress parties.

In our country, the original sari form is still widely worn by ladies. This is essentially the same style of dress as worn by ancestral women hundreds of years ago.

In my opinion, the sari is a style essential, which can be worn and styled in many different manners for various occasions and seasons only by changing and upgrading the look, depending upon the season, occasion, time and place. This is an extremely versatile dress, which can be draped in almost a thousand different manners.

Working with experimental research in modern sari and its drape, I created a contemporary, trendy look of Global Desi, keeping the customers' age, taste and demand in view. This is an amalgamation of upcoming trends and traditional heritage with a modern twist.

I strongly recommended this sari as a style essential. I designed this sari keeping the youth in mind, as denim is very popular among youngsters. In this case, the majority of young women who are comfortable in wearing saris are thus showing huge interest in the style. This is a perfect wear for cocktail parties, birthday parties and even in some cases perfect for destination weddings. After all, not only does denim have a universally youth appeal, but it has also never been turned into a sari before, thus the interest. The sari itself also has a uniqueness in it.

There are two takes on the denim sari design from 'Desi' Global Look' for now; the denim saris for club party wear and for destination weddings and the denim saris for corporate wear to formal party wear.

In the club party wear, I tried to add a jazz twist with a glit and glamour look by adding stones and metals, bringing about the shimmer and the shine.. The ornamentation and trendy cut of the blouse also played a crucial part.

Halter with sleeveless cut away armhole and also off shoulder leather and metallic blouses have been suggested depending upon the individual body type of the customer.

The corporate or formal party wear was created by giving high neck, mandarin collared blouse while full sleeved lace blouses can easily be added.

The inspiration behind this entire collection is 'Global Desi', by representing Bengali heritage with an international twist and amalgamating the traditional flavour with an ultra chic and modern look.

BY SUBHRA SAHA (TECHNICAL ADVISOR,
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PHOTO: SHAHREAR KABIR HEEMEL

MODEL: SUNEHRA AND MILI

WARDROBE: SUBHRA SAHA

MAKE-UP: FARZANA SHAKIL

STYLING: TABASSUM ANILA HRIDI

