

The ceiling overhead in their Jamuna outlet is fitted with lights, a man-made milky way, these 'stars' guide shoppers to the garments of their choice, much like the stars sailors use to navigate their way in the directionless expanse of the deep blue ocean. Just like the sailors says a silent prayer of gratitude upon successfully making his voyage, Sailor promises that shopper's too will feel thankful for visiting their outlet. Sailor blends experience, price and the latest designs into one pretty package and the package itself is bountiful.

The décor of their outlet is not of course the only reason why Sailor is about "Sailing life". The brand breaks itself into fragments for different ages and gender, carving out three different levels.

At the very first comes the Green level. This level caters to children, providing Sailor-brand fashionable wear for young ones. Once a child grows, he or she can then opt for the Orange level. This level caters to teenagers leading up to your early twenties. Broken between casual and semi-casual, this level is all about blending the dapper look with a touch of youthful exuberance. Shirts, t-shirts, pants and all are available in Sailor's very own unique designs. Third is the Black level, also



known as the executive level. This line is 'formal wear' defined, made up of semi-formal and formal wear, each in classy and luxurious designs. For those with a more ethnic taste, there the Heritage level. This line includes panjabis, saris, shalwar kameez and a lot more. Each level caters to both male and females.

The different levels echo a sailor's journey through life, from growing up till growing old. "Sailing life", the tagline, has a double meaning in the sense that at every stage of our life,

we sell a part of our life to progress. We sell our time, talent and experience as we progress and each of these progressions are highlighted by what we wear. Indeed, what you wear says a lot about you and thus Sailor identifies and tries to cater to every kind of wear possible, so long as it is stylish.

But in such a competitive area, how does Sailor go about distinguishing itself further? Md Rezaul Kabir, Assistant General Manager, Business Development, Epyllion Group explained the distinction, focusing on three key areas.

"Firstly, we have had 21 years of experience. Our garments have churned out products for big brand names the world," Rezaul said, proving their capability of providing products that meet the highest of requirements.

With a strong 8500 workforce, Epyllion's group of garment factories is capable of producing 92,000 pieces of readymade garments every day. "Along with that, we are also vertically integrated backwards making us even more cost effect," Rezaul elaborated.

Even in terms of comparison shopping, Sailor delivers products of international quality at much less prices, with the difference ranging from Tk 200-1000. However, it isn't the price or variety that really stands out but rather the designs. Sailor is a breath of fresh air in a market seemingly stuck on the same old type of shirt fits. Sailor's slim fit shirts are a case in point. No shoulder patch, breast pocket, ugly logo or useless shoulder collars are present. The shirts, for instance, are sleek in look. Furthermore, there is a large collection of polos, sporting numerous different



solid colours.

Women too have quite a selection to choose from. Despite having the more traditional wears like shalwar kameez, the highlight must be their ethno-western fusion. This line is stylish and also in touch with cultural sentiments. But, as stated before, every individual comes with individual tastes, so why not visit their outlet? Sail through life in style, starting today! Sailor is located at GB 14-17, North Court, Jamuna Future Park, Pragati Sarani and also in Rangs KB square in

