

SHOP SPECIAL

ALMIRA

SUMMER COLLE

IS ALL ABOUT KHADI



Almira is about to introduce a new clothing line just for the summer. The clothing line is very special as it features only one kind of fabric. Shahrukh Amin, the designer of Almira, was inspired to try out something new and he chose khadi as a fabric to experiment with. He envisions that his summer collection will bring forward the tradition of wearing this locally produced handloom fabric.

He has used hand painted alpona on the khadi outfits. He chose bright colours such as yellows, oranges, and hot pinks for his colour palette. The khadi fabric that he has used comes in varying shades of grey. The juxtaposition of bright summer colours against the grey fabric is simply

beautiful.

He has also used embroidery and mirror work on the hand painted alpona. All the outfits of this collection were hand painted by the designer himself. The khadi that has been used was sourced from handloom communities in Narsingdi. Moreover, the fabric has been woven with a lower thread count so that it is light, airy and perfect for the sweltering summer.

The collection consists of three piece shalwar kameez sets, long skirts, maxi dresses, cloaks and saris for women. There are panjabis, churidar pants and waist coats for men.

The three piece shalwar kameez sets are priced from Tk. 3500-5000, long skirts from Tk. 2500-3000 and maxi dresses from Tk. 3800-4500. The saris come in cream and white shades as well, and are priced from Tk. 3500-5000. The panjabis are priced from Tk. 1500-2500 and waist coats cost Tk. 2200.

Khadi is a hundred percent pure cotton that represents the heritage of our country. Many traditional handloom communities make their livelihoods by weaving khadi fabrics. Shahrukh Amin, urged that people promote this industry by buying locally made products. Buying international products is great, but we can move forward as a fashion

industry only if we buy locally.

The collection will be launched in the first week of June, and will be available till Eid. Get your unique hand painted outfit this summer and Eid from Almira, located in Banani, Road 19A, House 65. You can also get latest updates about Almira from its Facebook page:

<https://www.facebook.com/pages/Almira/207145472787705>.

By Nileema Huda Khan

Photo: Sazzad Ibne Sayed

Model: Jolly, Indrani, Shuvat

Wardrobe: Almira

Make up Ban Thai

Styling: Sharukh Amin

