

SHOPPER'S DELIGHT

Brands at Bongo and Doza

The readymade garments industry in Bangladesh provides the single largest source of economic growth in Bangladesh's rapidly developing economy. By 2002 exports of textiles, clothing, and ready-made garments accounted for 77 percent of Bangladesh's total merchandise exports and by 2013, about 4 million people, mostly women, worked in Bangladesh's \$19 billion-a-year industry. One of the largest foreign exchange earners of the nation, the garments industry has also given birth to a back alley of cheap garments throwaways.

Doza Market, Bongo Bazaar and the whole New Market area in the capital is a thriving shopping district that sports readymade garments industry products that did not make the cut for one reason or another. New York has Fifth Avenue, for the fashionable Londoners its Oxford Street, Avenue Montaigne or Champs Elysees for Parisians and for Dhaka we have New Market and its periphery serving fashion aficionados for decades. The only difference is, our local fashion hub provides spoils us for choice but at bargain steals. Be it yards of cloth to design via your tailor or readymade clothes, the New Market

area has something for everyone.

Just opposite Dhaka College is Badruddoza Market also known as Doza Market. Here in its many interwoven alleys woman can find all they need for a fashionable hip and trendy wardrobe. Floral tops in chiffon and cotton in all colours of the spectrum are available here in Doza's modest surroundings. A keen eye and you can find all sorts of branded clothes here.



Zara, Croft and Barrow, Walmart, Maine, Primark, H&M, J.C. Penny, Benetton and Camaieu are just a few examples.

From women's tops to lingerie, the narrow clothes lined alleys of Doza market have it all. The branded clothes may not catch the eye at all times, but a little investment of time and attention can be rewarding.

Haggling is of essence in both Doza

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and Bongo Bazaar. Although there is not a set price range, tops and shirts from Walmart, Primark, Maine and Croft and Barrow among others can be bought for Tk300 and lower if you can bargain. Both Doza and Bongo Bazaar have a wide selection of jeans and formal trousers. With brands such as Levi's, Diesel and Gap making the rounds, you are guaranteed to look trendy. These will set you back Tk400—600 but that again depends on your patience and bargaining skills.

Both Doza and Bongo Bazaar can prove exciting and you will not come home disappointed. Have at it!

By Abida Rahman Chowdhury
Photo: LS Archive/Sazzad Ibne Sayed



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