



As Eid comes around, its time to start shopping and this year Dhaka has more options than ever before. The entry and emergence of high quality local brands has made the market much more competitive, with brands now

more conscious of their pricing strategies.

This week, we take a look at the options available and check out where you can go to buy exactly what you want.

One of the first places you can opt to visit is



The best part about being a teenager is the fact that you are almost always never too young or too old for

the newly opened Sailor outlets. Sailor promises a wardrobe for every step in our life's journey and Eid will of course not be an exception. For Eid, Sailor has launched brand new lines of panjabis and shalwar kameez sets.

The thing about Sailor though is their preference for elegance over exuberance. This will mean that you will be able to pretty much avoid gaudy, loud designs that seem to dominate Eid-themed panjabis.

Firstly, remember that Eid is not an occasion to be too loud and this monsoon season, leave the heavy embroidery and loud colours for the femmes. Focus on solidity. Like Reluce's line from last year, Sailor's line also has ample designs to choose from, with most going for a clean, sophisticated look in solid colours. The

exclusively to teenagers is another direction to take. Aarong has forever been known as the classiest place for most wardrobes and panjabis, saris and shalwar kameez sets are no strangers to Aarong's oft-times eclectic designs.

Aarong has the tendency to make the simplest of designs look dapper and this Eid it will be no different. If you are a teen or looking to buy for a teen, give Aarong's Taaga a try.

Artisti is again an option as usual. However, before commenting on their wares it is best to see their collection for yourself. Artisti have become famous for their bold designs, with heavy works on their panjabis. This year too, expect them to retain their bold presentations, along with Artisti's inimitable selection. Quality



women though can go all out on colours as monsoon is THE season for colours. In this regard, Sailor has quite a number of attractive saris on offer.

Aarong's Taaga collection, which caters

too will be absolutely assured.

But you can only shop for so many panjabis and shalwar kameez sets. You will also need to look trendy after the first day and that's when you can opt for brand new T-shirts, shirts, one pieces, skirts and so on.

Begin with Urban Truth. Urban Truth, since its inception, has brought international trends to the local scene and they will do so again this Eid. From women's clothes to men's, Urban Truth presents truly good looking ensembles that one can wear at a really fancy party or even to a casual get together.

This season though, go easy on the polos. When you hit the early twenties, you will get plenty of opportunities for polos, so go for more daring v-necks, unironed crease looks and of course pairing a slim fit tee with jeans will look universally fashionable this year.

Women will of course again have a lot of options to choose from, especially western wear. Urban Truth, Cat's Eye, Sailor and Yellow will meet all of those requirements. Yellow has been the exception this year in terms of their new designs and deserve to be checked out.



Photo: Sazzad Ibne Sayed
Model: Sunehra, Nabila, Rizwan
Wardrobe: Taaga, Armadio, Pride Girls, Cats Eye
Make-up: Farzana Shakil
Styling: Azra Mahmood
Location: Splash, The Westin, Dhaka