



TRESEMME LAUNCHED BY UNILEVER BANGLADESH LIMITED

As Zaved Akhtar, Brand Building Director of Unilever Bangladesh Limited, took to the stage, most present in the media seats suddenly had their interests piqued. This man, a natural orator, made even the duller presentations stand out so it was only expected that he would kick start one of the biggest celebrations in his own engaging and inimitable way. In this regard, no one was disappointed.

Self-deprecating humour soon replaced a memorable verbal journey into the life of Edna L Emme, a cosmetologist and leader in the field who was born in Missouri in 1899. Her inspirational tale is the back-story behind TRESemme and every bottle of the shampoo is now seen as homage to her.

Even before the introductions though, the crowds were enthralled and swooning to Nemesis' beats. Headlining the event, the bad boys of the Bangladeshi music world lived up to their billing as one of the best entertainers in the business. While Zohad worked his magic on the mike, it was Dio, the man on the cajon who stole the show for a time being. The drummer

was on song and seemed to be thoroughly enjoying himself and really drew the crowd towards the performance.

Right after, with the crowd clamouring for an encore, Akhtar entered and soon the show kicked off. TRESemme, the world famous shampoo brand that women have been swearing by for over a 100 years, was recently launched in Bangladesh by Unilever Bangladesh Limited.

Celebrating the launch, this grand star studded fashion show was launch and it had attracted quite a crowd. As the ramp lit up and the first few hairdos came on display, the crowd was mesmerised. The importance of hair and hairdos in terms of beauty was evident for all to see. The many faces had on many different styles, all done in the latest fashion. For those interested, there were experts outside waiting to do a new hairdo for you as well. The whole set up was one geared towards the idea of grooming because that is what TRESemme is all about.

The entire show was themed on the four different seasons with each season meaning that one sports an entirely different and unique hairstyle. Global hairstylist Daniel Bauer was pres-

ent in the event along with Bidya Sinha Mim, Mou and Mehjabien. Elita Karim also delivered a power packed performance, amping up the adrenaline. Elita is a superstar and seeing her connection with the crowd and her energy could only explain why she is what she today.

The crown jewel of the show was the appearance made by Sushmita Sen. The former Miss Universe looked ravishing in a red gown and even that is an understatement. She extolled the virtues of TRESemme and her speech was delivered in Bangla and English, with her individually naming and thanking those that made the show possible.

While Sushmita put the audience in awe and endeared herself to the crowd, the event itself made a lasting impression. Unilever's latest product, TRESemme is all set to stir up a storm and with an already established and trusted name, it will soon become an easy choice for anyone who wishes to do more justice to their hair.

By Osama Rahman
Photo Courtesy: Chocolight/TRESemme Unilever Bangladesh

