

The first-ever home decor expo in Bangladesh

Windmill Initiative, an in-house effort of Windmill Group, is going to organise a home decor expo in Bangladesh – the first of its kind in our country – titled Home Fest Dhaka 2015. This grand event, supported by BRAC Bank Ltd, is scheduled to take place at International Convention City (ICCB), Gulnoksha, Bashundhara on 6 and 7 November.

Prior to the main event, Home Fest Dhaka has arranged a month-long nationwide interior design competition among young, emerging interior designers and architects to find visually rich design which effectively uses material, space, colour, texture, lighting and graphics. The best design is to be awarded Tk. 300,000.

Top designers in 17 categories will also be available in the Home Fest for feedback and booking. Participants will be judged by a 5-member panel.

So essentially, there are 2 parts of the campaign: the competition followed by an exposition of the works of the winners.

The exhibition will display 17 model rooms divided into 3 types of apartments, showcasing various solutions – lighting, tiles, paint et al – based on different needs. You can even avail such services from the fair at very special rates.

The main partners are Aarong, BRAC Bank Ltd and Super Star Group (SSG). They will provide customised product bundles by taking budgets, consumers' tastes and fashion trends into consideration.

The strategic partner for the event is The Daily Star, electronic media partner is Jamuna TV, web partner is 'banglanews24.com' and radio partner is Radio Foorti.

The exhibition promises to provide a one-stop home

decor solution. For example, BRAC Bank will be there with a booth to cater to your home loan needs. "We will provide you information about home loan and will even do a primary assessment of your eligibility to a home loan," informed Firoz Ahmed Khan, Head of Retail Banking, BRAC Bank.

For those interested in taking part in the competition, the last date of submission is 10 October, 2015. To learn more about Home Fest Dhaka 2015, you can visit www.homefestdhaka.com or www.facebook.com/homefestdhaka.



"We have talent, we have resources; they just need to come together to create something stunning... In our country, we have separate showrooms for all the components necessary, but they are scattered all over the city. Home Fest Dhaka will bring everyone and everything on the same platform," Sabbir Rahman Tanim, CEO, Windmill Advertising Ltd said.

Therefore, the whole programme's objective is to build bridges between the different peoples and segments (designers, consumers, loan providers and numerous others) of the home decor industry at large.

By M H Haider

Gloria Jean's in Gulshan-2

Gloria Jean's is committed to giving the ultimate coffee experience to every customer, and it is evident that it has set out to do exactly that. Opening its third branch in the country, the new Gloria Jean's also happens to be the largest café in Bangladesh. After Gulshan-1 and Dhanmondi, it is now Gulshan-2's turn. The inauguration ceremony was held on 15 September, 2015. This was an invite-only event and most of the guests belonged to the youth as this was an event that was dedicated to the giving the guests an amazing evening.

Bangladeshi YouTube sensation, Xefar was there to perform covers of popular songs and the audience loved the arrangement of the live music performance. Irin Tuhibull, member of the Marketing department, Navana Foods promised an evening that the guests would remember for a long time because of the fun-loving crowd, good music, great food and conversations, and a wonderful time overall.

The new Gloria Jean's is two-stored and has outdoor seating arrangements as well. The décor is kept consistent with the previous branches, however, this is more spacious and also brightly lit. A grand wooden staircase takes you to the second floor where you will find it perfect to have a relaxing cup of coffee or ideal to catch up with a few friends over lunch. There is also a conference room for corporate meetings or smaller social gatherings that consists of a 70-inch LED TV as well as an Apple TV. Shafkat Sakin, Marketing Specialist, Navana Foods, is excited about this new branch and wants more people to visit the new Gloria Jean's and hopes it will not disappoint the expectations people have of them in terms of quality and service.

The Grand Opening took place the next day which marked a more formal opening and the guest lists included mostly ambassadors and other diplomats. The new branch will be open to the general public from the 17 September onwards.

With the cricket series beginning in October, Gloria Jean's plans on making offers to attract more customers and encourage them to watch the game there, however, they have not disclosed any of the plans they have in mind yet.

Gloria Jean's is one of the first places that pops up in your mind when you think of coffee and a great ambience, so do drop by because you will not be disappointed.

By Maesha Nuzhat Nazmul

Dhaka Regency's Eid Offer

Escape to an exclusive weekend getaway this Eid-ul-Adha with family and friends at Dhaka Regency who are offering their Eid Weekend Package. This exclusive offer is only for local residents, a one night accom-

modation at Regency Studio for up to two adults and two children below 12 years of age. The package is priced at Tk.8888 (all inclusive) per night for premier club members and Tk.9999 for local residents.

Guests will enjoy the complimentary Buffet Breakfast and Lunch at the Grandiose Restaurant. Other exclusive facilities under this package are extended to accessing the health club, swimming pool, steam and sauna. There

is also a 20 percent discount at Juvenex Spa. Contact 01713332611 to confirm your booking. The offer will be valid from 20 September to 5 October, 2015. Call the number for more details!

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