

## INTERVIEW

## Bangladeshi fashion marches on

The aftermath of Pond's Lustrous Runway 2015 has brought to the fore, not only the growth in Asia's fashion scene but a more crucial role was played in highlighting Bangladeshi designers. What was most interesting is that most local designers used the platform not only to showcase their works but rather to exemplify how heritage goes hand in hand with fashion, with elements native to the country serving as the prime focus on any take on fusion. Speaking to the local designers, it was evident that Bangladesh can soon become a fashion powerhouse to reckon with.

Passionate about and inspired by Swarovski crystals from childhood, Farzana Nova knew she had found her calling when she first lay eyes on the crystals. "When I was 6 years old my mother bought me a jewelry set made with genuine Swarovski crystals and I've been fascinated by them since then." Depending on the season, Farzana loves infusing floral prints and pastel colours with her use of zircon and Swarovski crystals, embellishing her pieces to exude enough class to have an entire school of design on their own. "I feel everyone should have something specific about their designs that stands out. become my trademark." Inspired by Rina Latif, she had a few words of wisdom for aspiring designers. "My advice to upcoming designers would be-

don't copy. Do something creative and let it stem from your own idea. Originality is long lasting," she said.

Up next, we spoke to Sohaly Chowdhury Deena. Growing up in Georgia, Atlanta but with strict adherence to Bangladeshi traditions and culture mean they were always a fascination for her. "After I came here, I was fascinated by the ethnic colours and clothings. I came across some hand-crafted silver jewelry and fell in love with the work." Sohaly firmly believes Bangladesh has real potential when it comes to silver and silversmiths. She works with silver jewelry to bring these artisans into the limelight.

The reason she works with handmade jewelry is because she believes it adds more value to the piece and makes it precious. She likes fusing, with our traditional designs, her designs and ideas inspired by what she sees. "I usually get my ideas without preparation. A design just pops into my head and I sketch it out.

Waheeda Hussain was the next designer we spoke to. Waheeda started Rubize 8 years ago with her sister. "We would make our own clothes and somehow it just turned into a business when people we knew would ask us to make them outfits." She has been sewing since she was 5 years old claiming it calms her down. Whatever she sees inspires her and she likes working with many different kinds



1. চুল খন করে  
2. খুসকি দূর হয়  
3. ভিটামিন ই সমৃদ্ধ  
4. চুল পড়া বন্ধ করে  
5. চুল উজ্জ্বল ও মসৃণ হয়

চুলের সম্পূর্ণ পরিচর্যায়

Gulshan: 01733 226151 | Banani: 01733 226152 | Uttara: 01733 226153 | Kakrail: 01733 226154  
Dhanmondi: 01733 226155 | Mirpur: 01733 226156 | NHQ: 01733 226157 | [www.womansworldbd.com](http://www.womansworldbd.com)

of designs, especially floral. Her theme this year was 'Nostalgia' with designs revolving around board games that took her back to her childhood such ludo, snakes and ladders and card games. Rehnuma, her daughter, suggested designs related to her theme for a more western style. And that's how they worked together for the project as Rehnuma took over the western side and her mother, the eastern. "People need to try out new things. It isn't about what you sell, it's about how you attract your audience. Fashion sometimes needs to shock people instead of patronising them," she said.

Bangladeshi fashion can be predicted to stir up a storm in the coming years. Pond's Lustrous Runway has helped immensely in this regard. With a perfect blend of heritage with haute couture, one can say with some certainty that we cannot go wrong.

By Osama Rahman

Photo: Quamrul Abedin/Pond's Presents The Lustrous Runway 2015

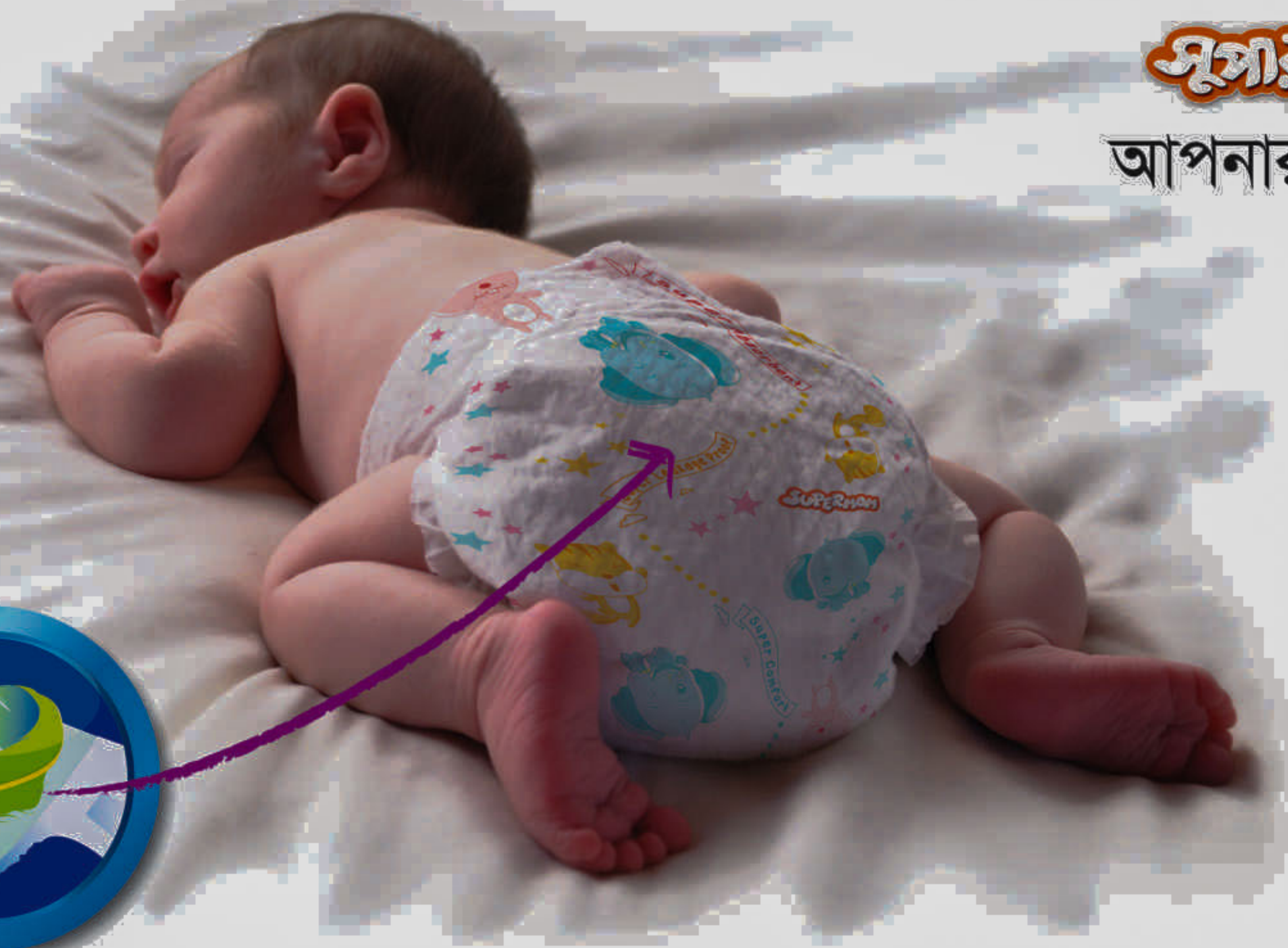


SQUARE

**সুপারমম** ডায়াপার-এর কটনি টপশিট  
আপনার বাবুকে রাখবে তুলতুলে আরামে

আপনার বাবুর স্বাস্থ্য বিষয়ক সমস্যার সমাধান কিংবা  
ডাক্তার/বিশেষজ্ঞের পরামর্শ জানতে ফোন করুন: ০৯৬১-২২২২-৩৩৩

কটনি টপশিট



SQUARE TOILETRIES LIMITED

ছোটো প্যাকেজ মূল্য ১১৫ টাকা