

# INTO THE DEPTHS OF ECSTASY

Ecstasy, the brand, launched by Tanjim Ashraful Haque in 1997, has been active for over 15 years and today is regarded as one of the fastest growing high-end apparel retailer stores in Bangladesh. They provide contemporary quality fashion at affordable prices



Ecstasy's latest opening is a wonderful new addition to their current outlet stores and sits at the heart of Banani 11. Located just opposite Club Gelato, it comprises two floors, one for men and the other for women, and boasts some really high quality additions.

As soon as you enter the store, you'll find an array of winter arrivals to your left. Whilst there are some classic Ecstasy products such as their multi-coloured jackets with messages like "your rules" written on them, there are also new additions that include stylish hoodies, single coloured jackets, scarves and mufflers. The designs are smart and not too over the top and seem to compliment each other rather well.

On the other side, you'll find a massive

collection of collar shirts - more commonly known as polo shirts. This will give you the option of being casual and comfortable while still looking classy and well dressed. Designed just like the original polos, these can be characterised as slim fits, with sleeves that reach halfway to the elbow. Perhaps the most noticeable of them all are the elegant two-coloured stripes available in white and purple, white and orange and many more!

As you walk further inside, to the right, you'll find casual wear, of varying designs and price ranges - possibly catering to both their middle class as well as upper class customers. From dotted shirts, to stripes, to checks to plain colours, the choices are diverse and eye catching. Once you pass the



shirts you enter the pants section where you'll find an array of different denim jeans as well as some twill pants. Just across from them sits the casual section and houses different attires from funky T-shirts, to skinny jeans, to jerseys to gabardine pants.

On the same floor you'll find Ecstasy's formal collection consisting of a wide range of formal shirts, ties and pants available in many colours and complementing styles as well as a small room dedicated to Panjabis. Other items that are available include shoes, perfumes and belts.

As soon as you enter the women's section, you'll be greeted by ponchos of different textures and colours. To the left, you'll find smartly-designed multi-functional kameez which can work well as work-to-party outfits. There are embroideries and prints available in single kameez which you can mix and match with scarves and palazzos or pants of your own choice. You

also have more glamorous options for kameez, with heavy embroidery, cutwork and sequins.

Once you pass the kameez section, you'll find yourself in the jeans corner. There you'll find skinny jeans in a range of unusual and attractive fluorescent colours. Options include skinnies in black and white checks and houndtooths. As you pass the jeans, you walk by the long tops and crop tops section - also bright and colourful - and you enter the party dress section. These include dresses that you can wear at casual parties as well as events and proms. The options for elegant long dresses are quite fashionable and are also in some cases - limited edition which will definitely help you stand out in a crowd.

Also available are semi-casual dresses and skirts which you can mix and match with graphic t-shirts, crop tops or a shirt, tucked in. And rounding off the floor are some

accessories such as bags and jewelleries. Ecstasy's latest outlet store is an impressive addition for the already flourishing brand. Whilst the new shop still holds the Ecstasy staples such as Tanjim jeans and shirts, it also holds many new and outstanding extensions of great style and design that are definitely worth checking out.

So if you are looking to spoil yourself with some trendy clothes then do go and check out their newest outlet. And if you do decide to get yourself some Ecstasy loot, be sure to let them know that your friends at Lifestyle sent you!

**By Naveed Naushad**  
**Photo: Sazzad Ibne Sayed**  
**Model: Shariful Raj and Sunhera**  
**Wardrobe: Ecstasy**  
**Make-up: Farzana Shakil**  
**Shoot coordinator: Isha Yeasmin**