

# Retail Concepts with a difference!

On Progoti Sharani in Uttar Badda is the beautiful bti Premier Plaza, recognisable by the triangular features on its outer façade. What one can never guess by looking at it is the enormity of space inside this location occupied by only one shop - home n décor. One will also fail to guess by looking at its exterior, the variety of treasures that lie inside this space for the home owner.

Initially catering to the need of a good place to shop for furniture and home accessories in an environment conducive for comfortable shopping, home n décor was and is to date the sole shop with 65000 sft under its belt backed by bti Retail. With a vast collection of imported and local furniture, interior solutions, home accents and home essentials, this outlet is indeed a unique concept.

Today, a year or so later since its inception, home n décor is restructuring itself with a new identity as a home store. So what's different?

Home n décor is still the largest furniture store in Dhaka. You will still get all the furniture that it has carried and much more in terms of range and variety, as it increases its strength in the furniture market. It not only has the largest range of furniture, but also provides a platform for the local furniture industry to show off their goods. In its range of local shop partners, they have Green furniture, Final Touch, Pranatun, Wooden Pearl, Décor Idee, Partex Doors and Rattan for you.

Other than these, they have now introduced their own brand of furniture which can be customised with a quality of promise and price assurance. The home brands at home n décor are 'Select' where you get a range of imported as well as high class local furniture and 'Innov8' which provides sensible choices for the price conscious customers too.



Home furniture, office furniture and kids' furniture are all available under the same roof along with specialised items like outdoor furniture, Rattan furniture and natural sea-grass. Home n décor also boasts shops like Reflections; a unique glass art shop along with mosaic tuk, lighting zone, imported rugs and décor idée and a full interior solution shop in bti Interiors and Roll Express which was and still is a great place at home n décor to chill and enjoy a good meal.

However, home n décor will no longer carry the home accents and essentials under its banner though you will still find the same fantastic range of home items like wall art, fountains, candles, showpieces; lamps, dining and entertaining pieces as well as kitchen goods in the same location. These will now be available at ORCHID, the new departmental store in the same location as home n décor but on level 1, while

home n décor will stay put at level 2 and 3.

Unlike the earlier concept of home n décor, Orchid, the new departmental store hosts all the things that home n décor had to offer as home accessories, but it is geared to have over and above those items for the home. You will now be visiting the same location but instead of a store based on only home items, you will find a range of lifestyle goods too.

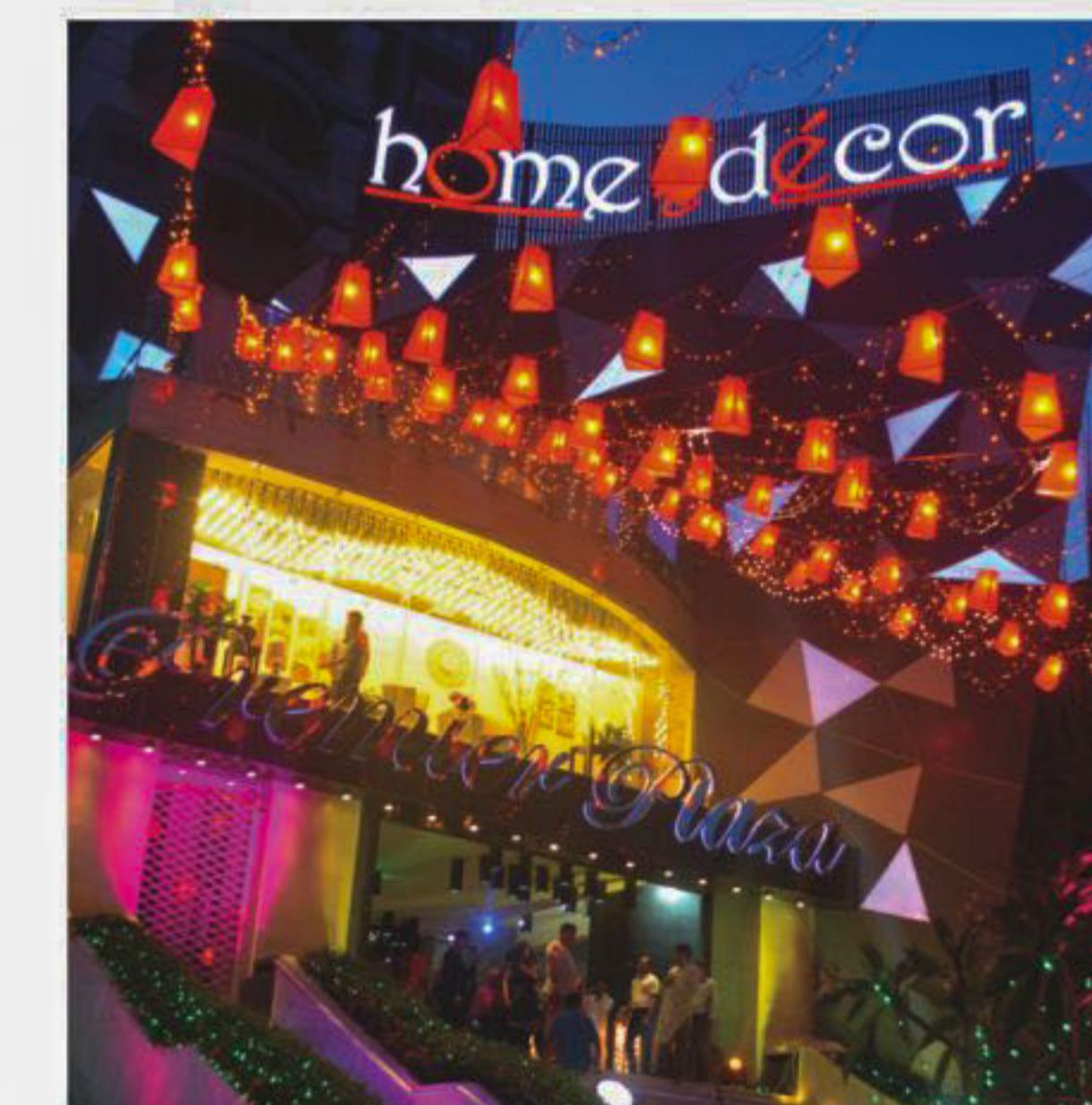
Joining the venture in its ladies' fashion section, are vintage fashion names of Ruxana and Mariamah, which need no introduction. Orchid will be introducing Ridhwana's wardrobe which has western clothes made with natural fibres and with a strong emphasis on helping develop our own village based population. Buckle up, which has three other clothing outlets in Dhaka, will cater to the trendy with an eye on fashion and quality. Orchid has its own brand of casuals and smart wear clothing

line to cater to the fashionistas with affordable and smart fashion choices.

With the ladies and their comfort in mind, they plan to expand to the men's and kids' sections in a couple of months just as one would expect in a proper departmental store abroad. You will find original perfumes with quality assurance as well as fashion jewellery including those by Lovely Things, stylish and smart casual shoes, bags, genuine cosmetics and toiletries all will be the highlights of Orchid.

Located on Progoti Sharani, Uttar Badda (opposite Suvastu Shopping Centre) at bti Premier Plaza, Orchid, the newest departmental store in town and home n décor, the largest home furnishing store along with Hatil operates from Thursday to Tuesday, between 11am to 8 pm.

It is a thoughtful and visionary undertaking, and one that is sure to simplify the has-



sle required to set up the perfect home and at the same time provide you with your lifestyle needs. At home n décor and Orchid, it really is "All about your home and you".

**Photo courtesy: home n décor**

# Thai Charming

The smell of fresh paint proves that something new is being created. The room is decked out in white and purple, decorated with scented candles and flowers. The subtle smell of lavender massage creams and scrubs in the spa room makes us want to relax for hours. The sound of water sprays on your hair, the noise that the scissors make while cutting your hair in hopes of getting a brand new look all appeal to one's current senses; the ambience can easily be described as being luxurious.

It is the one place where us women can spend hours just pampering ourselves and get a complete makeover. Things are pretty much the same in every other salon but what if there is a new offering in town? It is always enjoyable to try something new especially of such kind. Women should be taking care of their beauty, so do not hesitate to try something different. Welcome Thai Charming with all your heart and will. Maybe this can be your definition of a

beauty salon.

The salon is as unique as its name, and it is named 'Charming' to make women feel special and realise how beautiful they are. Skin needs extra care and skin types vary from person to person. Some have oily skin, some sensitive and others have normal. Oily skin is prone to pimples, and leaves behind spots, which can hamper our confidence. "We have introduced an oxygen detox facial, which costs around Tk 1500, which deep-cleanses the skin and removes acne scars and dark spots," says Ms Pluto, the owner. The golden derma white facial helps to shape up and whiten your skin, and it costs the same as the oxygen facial. A full course facial costs Tk 3000, whereas natural fresh facial treatments cost between Tk 600-800.

"It's a little expensive, but I like going to Thai Charming for facials and massages. They use good quality products, if you compare them with other salons in town. I have been going there for some time now

and experienced their oxygen facial. My skin felt refreshed and clean. It is wonderful and I would recommend others to it try as well," says Ramisa Parvin, a loyal customer.

"There are many people out there who complain about their unwanted fat, such as people who cannot make time for the gym. Slimming beauty helps them to a great extent," says Ms Pluto. Body sculpting, stretch mark removing, whitening firm body and body slim detox treatments all start from Tk 3,000 to Tk 3,500.

Try the ultimate Thai experience with a traditional Thai massage and Thai herbal massage. It will not cost more than Tk 2500. If you are suffering from back pain and headaches, try the Thai foot, back and neck massages, starting from Tk 900 and going up to Tk 1200.

For hair, their cut and colour services ranges between Tk 200 to Tk 600. Manicures and pedicures cost between Tk 400 to Tk 700. They also have bridal and party

makeup packages which start from Tk 2000.

Bangladesh is a place where people of different countries and races are found. "Thai Charming welcomes everyone who wants the ultimate Thai experience," says Pluto. She also feels it will be a good source to learn more about Thai traditions.

"They have very nice and friendly behaviour. They have an outstanding interior. Honestly for me it's a place for relaxing as well as beautifying myself" says Ramisa Parvin. Thai Charming has it all, starting from the very basic, to slimming treatments, laser, Thai traditional massages, and facial treatments all with high technology.

Thai Charming stands out in the crowd because of its imported organic products and specially trained experts all the way from Thailand.

**Address: Thai Charming  
Block# M, H# 77, Banani 11, Dhaka.  
Contact: 02- 8836645, 8836640.  
By Mehnaj Kabir**