

## Khadi Festival

Dhaka is set to host the first Khadi Festival beginning on 11 December at the Radisson Blu Dhaka. The two day festival will feature an invitation only fashion show as well as an exhibition, which will be open to the public. Organised by the Fashion Design Council Bangladesh, the event will showcase eighteen Bangladeshi and six Indian designers. The theme is the revival of Khadi with innovative designs.

It will be inaugurated by Honourable Minister of Cultural Affairs, Asaduzzaman Noor and Ambassador of Norway Excellency Merete Lundemo, amongst others.

The event will feature young designers like Farah Diba, Afsana Ferdausi Wormy, Rifat Reza Raka, Samia Rafique as well as renowned designers Chandana Dewan, Lipi Khandker, Humaira Khan, Biplob Saha, Mumu Maria, Shabana Ali, Tenzing Chakma,

Kuhu, Emdad Haque, Shaibal Saha, Farah Anjum Bari, Nawshin Khair, Shahrukh Amin and Maheen Khan. Also featured in the event will be Indian designers Debarun Mukherjee, Santanu Das, Sanjukta Roy, Paromita Banerjee, Sayantan Sarkar and Rimi Nayak

The event is sponsored by TRESemmé as well as The City Bank Limited, Green Delta Insurance, Square Toiletries, Bengali Group Ltd, Sailor and Keya

### Event Timeline

#### 11 December:

Inauguration: 5pm

Exhibition: 2pm – 6pm

Fashion Show: 6pm – 8pm

#### 12 December:

Exhibition: 10am – 6pm

Fashion Show: 6pm – 8pm

## RB products now on Kaymu.com.bd

Recently Bangladesh's leading online shopping community has teamed up with Reckitt Benckiser, the FMCG giant from United Kingdom.

Through this unique partnership, customers can now access the wide variety of RB brands online on kaymu.com.bd and get it delivered home, free of any additional delivery cost. The agreement between the two parties was signed in a simple ceremony at the RB HQ in Gulshan 1.

Raghu Krishnan Bangladesh and Srilanka Cluster, Managing Director of RB Bangladesh said: "RB wants to be among the first movers into the e-commerce space in Bangladesh. I think there is immense potential in this arrangement, as we have seen good traction in other countries where the market is more mature. We are confident that in Kaymu we have the right strategic partner to take this project forward."

Arif Zaman, Sales Director of RB

Bangladesh and Mahbub Baset, Marketing Director of RB Bangladesh and Srilanka Cluster also expressed their high expectations from this partnership.

Quazi Zulquarnain, Country Manager of Kaymu Bangladesh said: "The partnership with RB is very exciting for us. Kaymu is delighted to bring RB's diverse product portfolio online in Bangladesh for the very first time. Customers can now order from the comfort of their home and get the products delivered to their doorstep.

"Bringing household names like Dettol, Mortein, Durex and Veet online represent a key step for Kaymu as we aim to create a holistic marketplace. With over 100,000 products online, our goal is that a customer should never want for choice when he is on kaymu.com.bd," he added.

RB's entire online portfolio can now be viewed at [www.kaymu.com.bd/rb](http://www.kaymu.com.bd/rb)

## Birds Eye winter wear

Birds Eye have just launched their latest winter collection. The collection includes full sleeved t-shirts, full sleeved shirts, full sleeved polos and full sleeved hoodies along with casual polos and hoodies. The line boasts Birds Eye's very own designs.

The collection is available both at whole sale and retail at Birds Eye's outlets in Shahbagh. Address: Birds Eye, Shop# 26, 8, 9 and 84 (2nd floor), Aziz Supermarket, Shahbagh, Dhaka-1000. Telephone: 01915068153

## Cats Eye this winter

Counter the dullness of this season with the magic of colours in your wardrobe this winter. The lifestyle store Cats Eye brings forth their latest winter collection, full of life and colours, just as required. Breaking the norms, Cats Eye promises a fashionable winter with their new light winter line boasting out of the box patterns with focus on fabrics ensuring a smart and trendy look. Side by side, Monsoon Rain offers a new casual and formal men's line featuring new suits and shirts. Check out their stores to make sure you look fancy enough this winter. [www.facebook.com/CatsEyeLtd?fref=ts](http://www.facebook.com/CatsEyeLtd?fref=ts)



## Hatil brings 'Puzzle Solved Forever'

HATIL Complex Limited, one of the leading furniture-makers of the country, has launched a drive to unearth the truth behind making a sensible choice by a family in terms of the right furniture. They have also identified a solution – termed 'Puzzle Solved.

While asked, Firoz Al Mamun, Head of Marketing, HATIL said, 'HATIL has come up with a unique solution – Puzzle Solved Forever. For this, consumers will be able to decorate homes with the furniture of their choice. We think, Puzzle Solved will be an exclusive solution for the people who were not earlier able to decorate homes satisfactorily even after spending lot of money.'

In this package, there are options for choosing new designs with a unique artistic approach. In a research on purchasing behaviour of the consumers, it was seen that they usually buy furniture of different

designs from different companies which is often time consuming and expensive. But they cannot get their desired furniture. As a result, their dream to decorate homes in their choice is not met. Since the designs of these furnitures are not unique, the interior beauties of their homes are not reflected properly.

As per the package of HATIL, the consumers can decorate homes spending an amount ranging from Tk 78,000 to 150,322. There are total of 11 packages and also eight alternate packages. For this, consumers can select any solution of their choice based on their demand.

Each package has an innovative name. Product combinations include: one bed, one two/three door wardrobe, one dressing table and a bed side table (optional). Besides, there is an option of six-month long Equal Monthly Installment (EMI) at zero percent interest rate.

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