

# A new Urban Truth

One of the most popular brands among the youth in the city, Urban Truth recently announced to keep its flagship store closed for a temporary period of time while it was being relocated. Although it was still previously situated in Banani 11, it is now brought in the same premises as the Pride showroom

Urban truth - a Pride venture - now exists in an extended space of the Pride showroom. What used to be the Banani branch of Shwama House is now a part of the Pride store. Interestingly enough, in spite of the shared space, the interior is not something you will find consistent between them because the essence of the two brands is entirely different.

While Pride deals with the traditional, quintessential look, Urban Truth is, as the name suggests, urban street-wear with an edge that sets it apart from all others of its league. The cash register, however, stands in the shared space with the two ends of the spectrum on either side. Here exclusive jewelry as well as funky shades and accessories are put on display.

As this area is the middle ground, it has a very neutral look to it and cannot be a missing puzzle piece that completes either of the two previously physically separated entities. Another thing in common is the lighting that has been done. With windows surrounding the store, an abundant supply of natural light comes in at all times and the place is further lightened up by spot lights put all across the ceiling.

As you step into Urban Truth you come to realise that this distinguished zone is reflected by the concept that went into the interior décor. The open-piping and black



ceiling complements the style of the clothing that it manufactures. One major difference that will strike all customers is that the



previous store had a lot more free space, which also allowed more mannequins to be displayed as well. Although it is now small

and compact, you will find it to be very well and intuitively organised.

The event was mainly promoted on media via the official Facebook page as well as announcements on the radio. While the general public was welcome, the guest list also constituted of many VIPs who joined to celebrate this occasion with the Urban Truth team.

Sumbal Momen, CEO, expressed her gratitude by inviting some of the Instagram bloggers who frequently post and share Urban Truth products using hashtags.

The re-opening was held on 20 November, 2015, and it was a public re-launch and thus open to all. The guests were entertained by the acoustic performance of the up and coming RnB/Jazz soul singer, Tashfee, while Magic Man Galib roamed the crowds and engaged in depicting street magic.

Do check out Urban Truth's main branch: House 67/D, Road 11, Banani. And to stay updated about all their latest news, visit: [facebook.com/UrbanTruthBangladesh/](https://facebook.com/UrbanTruthBangladesh/)

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Wardrobe: Urban Truth

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Location: Studio Picture Perfect Image Solution

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