

The Fashionscape meet-up

Whenever we think of a 'fashion event' our minds immediately conjure images of models putting ramps on fire. However, there is more to it than that and it is key that dialogues and discussions on the varied aspects of fashion are held regularly which would give the industry the much needed boost.

Project Fashionscape, an initiative of Ice

Today - one of the most reputed life-style magazines in the country - is a platform where experts and enthusiasts come together to discuss relevant issues.

On 23 January, 2016 Ice Today organised the second Project Fashionscape meet-up. The programme was held at Lucknow Restaurant.

Speakers of the event were Daraz Asia Fashion Category Manager - Florencia Tonoli, Head of Marketing Bangladesh and Myanmar - Sumit Jasoria and President of Fashion Design Council of Bangladesh - Maheen Khan. They were accompanied by a crowd connected to the fashion industry somehow or the other - from fashion bloggers to designers and journalists.

The discussion started off with Tonoli's presentation on e-commerce and fashion, explaining the myriad benefits of buying and



selling fashion products online. She also commented on the growing popularity of online shopping and debunking a few common myths.

"People sometimes say that shopping in the virtual world does not see much social interaction. However, this is not completely true," she claimed. "With social media and blogs, and various forums, there're a lot of interactions that happen."

The next speaker was Maheen Khan, who reminded the Bangladeshi designers to come forward to promote our 'desi' weaves. "The whole world is looking for products that make a difference in people's lives," she commented. "There is a high end-market for products that are eco-friendly, those that have a story behind it and those that are indigenous and hand-woven."

Finally, Sumit Jasoria pointed out that despite the fact that the local fabrics are of extremely high quality and value, we need to promote and brand them properly.

From modern digital media to the traditional weaves, Project Fashionscape has brought together the varied aspects of the fashion industry on one platform.

By M H Haider

CHECK IT OUT

Barista Lavazza

It is that time of year when love is in the air. To make Valentine's month more special for the couples, Barista Lavazza has prepared a 'Love-Platter' that will be available from February 1 to February 14.

The meal consists of chicken wraps with two choco shakes and a velvety-red mini cake. The platter was unveiled at a press meet arranged on January 28 in the presence of celebrities like Jon Kabir, Azra Mahmood, Tabassum Anila Hridi, Masuma Rahman Nabila - along with the high officials of MGH Restaurants Private Limited.

Barista will also offer a gift bundle named, 'Bundle of Love', consisting of sweet bites including cupcakes, cookies and brownies. The bundle will serve as the perfect present to your loved one this Valentines.

All the Baristas are set to spread love with not only the meals but also the look and feel of the outlets with colourful decoration that will create that perfect ambience for the couples. The meal and the gift bundles will be available in all three outlets of Barista Lavazza. So head to Barista this Valentine's Day!

Rang Bangladesh

Fashion brand Rang Bangladesh opened their new outlet at Tokyo Square, Japan Garden City, Mohmmadpur (1st floor, Shop #223-224). Their journey began in 1994 as Rang, when they opened their first outlet at Narayanganj's Chashara Market. Under the leadership of Soumik Das, Rang Bangladesh has split from 'Rang' and they have started a new journey.

Keeping the demands of consumers in mind, they are gradually increasing the number of outlets. Customers will be able to find the new line of products at the Tokyo Square, and all other outlets.



CHECK IT OUT

Amari Dhaka introduces new à la carte menu

Amari with its constant pursuit of excellence presents a suitable gift for all gourmet lovers. Join them to celebrate a scrumptious, exotic, irresistibly delicious meal at Amari's signature restaurant - Amaya.

This newly introduced à la carte menu comes with a discount of 20 percent as an opening offer for both lunch and dinner.

Well-crafted by the executive chef Krisna and his team, Amaya's new à la carte menu has been designed to appeal to an array of palates and provide an exquisite range of options for guests to enhance their culinary experience.

Amaya is open seven days a week. A la carte lunch is offered daily from 12.30pm to 3.30pm and dinner from 6.30pm to 11pm. For reservations, please call 0177 779 6444.



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