



Heritage weaves

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When you buy a sari, you are essentially paying for a weaver's one week's (or more) work. Therefore, it is vital that the fabrics or weaves have enough sales for them to be a lucrative and sustainable trade.

During Eid, most people spend hefty amounts in shopping. Many opt for imported clothes rather than going for the 'deshi' ones. This trend needs to change for the better. The more we purchase the traditional products of our country, the better is the chance for them to survive and flourish.

Nakshi Kantha is a work of art. A piece of Nakshi Kantha is unique from the rest – it is the distinctive artistic expression of the creator that adds a lot of intrinsic value. Therefore, when you are buying this quilt, you are essentially buying a work of art.

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Prices of many of the attires are affordable. You can purchase a sari by spending just a few thousand takas, or even less. Indeed, there are premium ones in the market too, and prices can go as high as Tk100,000 or more. Even if you cannot spend a hefty sum, there are cheaper options too.

From gifts to bridal wear to regular wear, customers can take these creative industries a long way.

And, in the process, we can save an integral part of our heritage. There are things we have already lost, like the different varieties of Muslins. But we still have a lot of fabrics that capture worldwide attention. If we fail to give these industries proper attention, support and patronage, then these heritages will eventually be lost forever.

Let's not let that happen.

The writer is a reporter and feature writer for Lifestyle, The Daily Star.

Photo: Sazzad Ibne Sayed
Model: Amily
Wardrobe: Aarong
Location: A Restoran
Make-up: Farzana Shakil



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