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Imagine a world without any photos; we would quite possibly be left without anything to reminisce about. From a baby's first steps to his or her wedding vows, photos capture all that and more. Precious moments caught in pictures are framed with love and displayed with pride so as to always remind one of the time well spent.

A wedding is so much more than just a celebration. It is a new beginning with the one, full of hopes and dreams cherished for a lifetime. The last five years have seen a massive shift in the wedding industry in Bangladesh where everything is getting bigger and better.

A legendary Bangladeshi wedding is nothing short of a spectacle where no expense is spared and no stone left unturned to let the bride, groom and their respective families celebrate to their hearts' content.

Starting from the proposal, engagement ceremony to the mehendi, sangeet, holud and finally the all important wedding and reception, weddings nowadays come with a string of beautiful events that span weeks. And the sublime moments that collectively make up this event deserve to be captured in the best way possible.

The right photographer is instrumental in successfully preserving those special moments for life. Because at the end of it all, when all the biryani has been eaten, the last guest has gone and the flowers from the decorations have withered, it is only the pictures that remain, as a pleasant reminder of those beautiful days of one's wedding.

Keeping up with the wedding industry at large, the field of photography has made great strides in terms of style, approach, execution and delivery.

It was not always like this. During the winsome '60s, a newly married couple would visit their local photo studio and have their photo taken, all in the benefit of

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## Style I Can Wear All Day Long

*Syed Mansoor Elahi*  
 Chairman, Apex Group

