

Sombre black and white

"It was not an inspiration; more of a dream - a dream that a spectacular range of limitless designs can be created with the simple combination of just two colours: black and white!" said Azharul Hoque Azad, managing director, Sadakalo while commenting on what drove him to start the now renowned fashion house many, many years ago.

"The unique idea of focusing on designs solely in black and white was actually given by my partner Tahsina Shahin" he further added. And Sadakalo has not looked back ever since. Sadakalo started off as a small-scale outlet, filled with expectations and the excitement of experimentations and within a short span of time, Sadakalo was blessed by the level of inspiration that was brought on by every customer.

Fashion is an integral part of our urban lives and we have learned to incorporate that sense of style with everything that goes around it.

The range of shades between black and white provides ample opportunity to carry that image of suaveness. It is no longer limited to mourning or restricted to an expression of grief. However, despite saying that, it is quite natural that a certain sense of sobriety is associated with the two shades.

Over the years, our observance of Ekushey February has transformed from mourning for our brethren to an international celebration where the emotions revolving around people's mother tongue are celebrated. And without a doubt Sadakalo strikes a fine balance between these two emotions.

On International Mother Language Day Sadakalo is bringing out their new collection focusing on designs and prints inspired from the Shaheed Minar, alpina and flowers which reflect Bengali culture and heritage.

From saris to panjabis, kotis, T-shirts,

shalwar kameez sets, dresses, shirts, skirts, palazzos and fatuas – their range of products is diverse. The embellishments are carried out through block prints and serigraphy.

"Dresses bought on these occasions will not be used throughout the year, so we have tried to make our products affordable," said Hoque.

Fabrics like cotton and half silk are mostly used in their collection. "Long outfits can now be worn at cultural programs, events and so on. All one needs to do is team it up with the right jewellery. We also have a range of jewellery that will not put a dent in your wallet," expressed Hoque.

Sadakalo's International Mother Language Day collection is now available at all outlets. Observe 21st February with Sadakalo because with black and white you can never go wrong!

For more information login to facebook.com/sadakalobangladesh

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