

# Watches World

Wrist watches have come a long way since their utilitarian origins back in World War I. It is now an essential fashion accessory, particularly so for men as the range of acceptable accessories for a man is limited. A gentleman is usually seen with three main accessories decorating their hands – a nice watch, a stylish pair of cuff links, and a simple wedding band if they are married.

Watches World, opened back in 2012, has been offering its customers the cutting edge in style and statement in the world of watches, making it a fitting name. Their current line-up includes: Luminox, Aigner, Emporio Armani Swiss, Burberry, Tw Steel, DKNY, Diesel, Fossil, Police, Marc By Marc Jacobs, Emporio Armani, Skagen, Michael Kors, Tommy Hilfiger, Hugo Boss, Ferrari, Giordano, and Balmain.

The dedicated outlet in Bashundhara City is a spacious area, brilliantly lit with all their offerings in nicely decorated and properly labelled sections. The women and men's collection is usually kept together under the manufacturer's banner to reduce confusion with customers.

The prices range from Tk8000 for offerings from DKNY upwards to Tk150000 from



Balmain. For those looking to invest in these watches, know that you can invest with a piece of mind as all these watches come with a two year manufacturer warranty. If that was not enough, you get aftersales service after this two year warranty period, for a fee of course, but that is a standard affair everywhere else as well.

As for accessories for watches like straps, they will import such things should you require them, and joy of joys, that include branded watches that one may have purchased from elsewhere.

Their product portfolio also covers bags and jewellery made by some of these manufacturers as well as Coach and Kate Spade within the Tk10000 – Tk 60000 budget.

They have dedicated outlets in Bashundhara City, Jamuna Future Park, and Union Centre in Gulshan Avenue, but they have also collaborated with top fashion brands Cats Eye, Ecstasy, Yellow, and Infinity to provide a store in-store. This is a great move as customers have the option to coordinate their outfits with their timepieces. So head on down and check out their diverse inventory of watches and accessories.

By Intisab Shahriyar

# Lounging at Foodbook

In a time when the lack of good hangout lounges has deeply affected our lives, Foodbook is the first social network-themed lounge to open in Bangladesh. Owned by Zahid Alam and friends, Foodbook is located at the heart of Banani and offers a unique and fun lounging experience. Under the slogan, "In a relationship with food," Foodbook had their soft launch just a week ago and has since become a popular hotspot, especially for the younger generation.

Foodbook's interior is smartly designed and lives up to its name as a social network-themed lounge. By the entrance you will find a photo booth that mirrors a Facebook profile page where people can take photos.

As soon as you enter the lounge, you will be greeted with different themes and colours. Amidst the white and the blue that we know and love, you will find wonderfully hand-painted graffiti. As you walk a little further, you will come across their collection of framed portraits. There are framed pictures of people from different walks of life, from musicians to great thinkers to talented artists. A few steps forward to the left, you will find the 'restricted profile' – a smoking zone.

Zahid Alam and his friends put in that extra effort to make the place look as cosy and network-themed as possible.

"We personally designed each and every corner of our lounge so that our customers can feel at home, take pictures anywhere they like and just relax with friends. There is a plastic grass section, a restricted section, a painted wall section and much more," said Zahid.

Once you pick a place you like, it will be

time to look at the menu. There are quite a few dishes to choose from. You can start off with the chicken parmigiana, which is fried breaded juicy chicken breasts topped with Napoli sauce and mozzarella cheese, served with chips and house special sauce.

Another option could be the salt and pepper calamari which is deep fried squid topped with finely sliced peppers, bean sprouts and crispy fried onion. If, however, you want to be a little more adventurous, then scroll through the menu till you arrive at the seafood burrito.



The seafood burrito has prawns and barramundi fish wrapped in a tortilla and topped with chipotle with some additional creamy sauce. Fish lovers can go one step further and order one of Foodbook's special dishes, the sea monster. The sea monster is 450 grams of sandwich heaven. It is beautifully layered with prawns, barramundi, crab nuggets, fried calamari and wrapped in cheese, lettuce, tomato and onions. It also comes with a stack of fries and two different special sauces.

Foodbook has also considered the plight of the burgerholics and included burgers in

their menu. The burger meal is a juicy, single beef patty layered with creamy cheese, lettuce, tomato and beetroot with fries on the side. If that is not enough then you can upgrade to the giant burger which is loaded with double layers of beef patties (100gm each) and double slices of creamy cheese.

One of Foodbook's main aims was to create the perfect "adda" environment. So, if you visit Foodbook on a school day and do not want to stuff yourself with food, you can check out their coffee and drinks menu. Their coffee list includes lungo,

Americano, cappuccino, latte macchiato and yes, you have guessed it, an espresso shot. You can also try out their special refreshments; the mint lemon shake, the peanut butter shake or the fresh-up. These will definitely help you unwind from a long day of academics.

To help perfect the 'adda' feel, Foodbook has also boosted their internet speed to a whopping 20mbps ensuring that anyone relaxing at the lounge has the fastest internet hook-up available as they enjoy their food or cup of coffee.

Foodbook has picked up a lot of momentum over the last few weeks and it seems to have been widely accepted by the local public. The prices are reasonable and the environment is cosy, so go get yourself some Foodbook dishes to munch on and do not worry if the dishes are not super spicy. Enjoy the authentic taste and do not forget to tell them that your friends at Star Lifestyle sent you!

By Naveed Naushad  
Photo: Foodbook

# Gur over sugar: any day, every day!

Are you guilty of indulging in too much sugar? Would you not like to know about a healthier alternative that will leave you with more minerals, less calories and zero guilt? No suspense here, today we are going to talk about gur, or jaggery.

One hundred grams of gur contains about 380 calories, 160 mg magnesium, 130 mg potassium, 80 mg calcium, 48 mg phosphorus and 3 mg iron, along with traces of vitamins, copper and zinc. The same amount of refined white sugar has 400 calories but almost nonexistent levels of the other nutrients.

As jaggery is more complex than sugar, it gets absorbed more slowly and provides energy for a longer period. Daily consumption of jaggery boosts digestion and immunity; its strong antioxidant properties also help to detoxify our system.

Drinking warm water mixed with a teaspoon of jaggery can effectively cure hiccups, coughs and even anaemia. Moreover, it relieves premenstrual cramps,

bloating, muscle sores and headaches, making it particularly beneficial to women.

Bangladesh is amongst the few countries in the world where jaggery is prepared in abundance. In fact, recently there have been talks of patenting the khejur-gur-patiopali (a dry mixture of date palm jaggery and coconut). The districts of Jessore and Faridpur supply the best quality jaggery in our country.

Most of our jaggery is made from sugarcane (akher gur) and date palm juice (khejurer gur). In some regions it is also made from palm juice; Khulna is especially renowned for preparing jaggery from golpata or fan-palm juice.

The khajura gur from Jessore and the hazari gur from Madaripur are both famous forms of date palm jaggery. Jhola (semi-liquid), nali and chita are among the prominent varieties of sugarcane jaggery.

Compare the flavours we find jaggery from sugarcane and jaggery from palm juice to be at the opposite ends of the

spectrum. Palm juice needs to be boiled for much longer to get rid of the bitterness but akher gur is almost too sweet.

Date palm jaggery tastes almost chocolatey in the sense that it is not too sweet and contains a hint of bitterness. That is why khejurer gur is the most popular form of jaggery, even though all of these can be used alternately for the same dishes. These are all available in the markets from mid-December with prices starting from Tk65 to as much as Tk 650 per kilogram depending on quality, source and supplier district.

Gur can be stored easily and hence we can use it daily in our tea, coffee or breakfast cereal. Although it is conventional for Bengalis to use gur in preparing payesh, pithha and naroo, we can also use it in substituting sugar while preparing delicious assortments of jams and other desserts.

By Antara Islam  
Photo: Collected