

Reviewing TAAGA

Popular among youngsters and the foreign clientele, Taaga is one of the few lines of clothing that has been able to tend to the wants of the customers with its creative collection and affordable price ranges.



Specialising in tunics and tops, Taaga has a distinct way of blending the East and the West.

Many of their clothes have a Western cut with traditional designs on them. Most are knee-length or shorter and are often based on the contrast among a few colours.

The price depends on the material of the clothing itself and the work done on it. Recently, they have expanded to include skirts, shoes, trousers and even a few pant-suits.

CASUAL WEAR

Casual wear in Taaga starts from as low as Tk800. With a huge collection of fabrics to choose from - cotton, endi cotton, viscose and so on, there is always something suited to your taste. Mostly focusing on prints and embroidery, the variety in patterns is endless. They especially have a wide range of clothes in black, with strokes of bold colours such as orange or yellow.

Speaking of orange and yellow, there are plenty of spring-themed tops for this season. These are based on flowery prints and then finished off with either hand-painted or embroidered designs. Since plenty of the tops are made of cotton, they are quite suitable for everyday use in the summers. Many of it has frills or layers, and that adds dimension to the clothes.

The Aarong at Lalmatia and Gulshan have massive collections of the Taaga line. With a cut different from the traditional ones, they not only add a hipster vibe but also look rather chic for everyday use. Popular patterns are in the form of checks but those looking for something extraordinary can buy the tie n' dyed ones, which are much more vibrant. The price range would be from Tk500 to Tk1300.

FANCY WEAR

Fancy clothing in Taaga, ranging from Tk3000 to above Tk5000, are perfect for parties, outings or evening wears. Sleek and stylish, Taaga did not fail to surprise its consumers and leave a lasting impression. Mostly, in various shades of cream, the designs are finished off with embroidery or hand stitches.

The material itself is generally silk or endi silk, which gives it a very elegant look. One of its rare designs includes a blue batik printed silk tunic costing Tk3500. Many of its designs focus on flowers and some have patterns that portray elements of the traditional village life of Bangladesh. Designs with beads and stones also remain highly preferred as evening wears.

TROUSERS AND SKIRTS

Taaga features a limited collection of trousers with designs unlike any other lines offered by boutiques. From silk to georgette to even linen, not only is the material different but so are the patterns. They can be in crisp plain colours or with prints or even tie n' dyed. Price varies starting from as low as Tk450 to as high as Tk2500. The collection at

Banani is the best for trousers.

The long skirt collection starts from Tk800 to as high as Tk3500. They usually have prints on them or can even be of a specific solid colour.

The more expensive ones are tie n' dyed or with batik designs or even with beads on them. These skirts go well with the short tops that Taaga has, and finishes off with a few accessories. They can give the wearer a very modern boho look. So, those of you who are tired of wearing the same kind of clothes, Taaga skirt collection may be your solution!



Being one of the pioneer brands of the country, Taaga is not only famous for its uniqueness but also for its ability to portray the Bengali culture in its designs. Providing a fine blend between contemporary and traditional styles, Taaga is in fact in many ways the voice of the youth.

By Adiba Mahbub

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