

# Trends Your Mom Won't Like

MNI

Seeing eye-to-eye on fashion is quite difficult with anyone, but the struggle gets REAL when you have to explain to your mother what you are wearing. It's also something really hard to avoid more often than not because she's quite likely to say, "I'm paying for it" and "You're walking out of MY house". The following trends are some of the biggest offenders to Bengali mothers.

## RIPPED JEANS

While being accused of paying good money to look homeless isn't particularly easy for anyone to recover from, you need to point out how perfect the jagged cuts are and the thought that must have gone into it to find the best way of exposing your fine knees and strips of skin. Show her how good you look. Do your diva walk.

## CROP TOPS

First things first, confirm that you did not steal this from your five-year-old cousin. Then go on to explain how it accentuates your curves, how mastering the bare midriff piece of clothing will elevate your fashion standing among your peers and how people will look up to you for being so bold. Already getting passionate about this debate \*wipes away tears of determination\*.

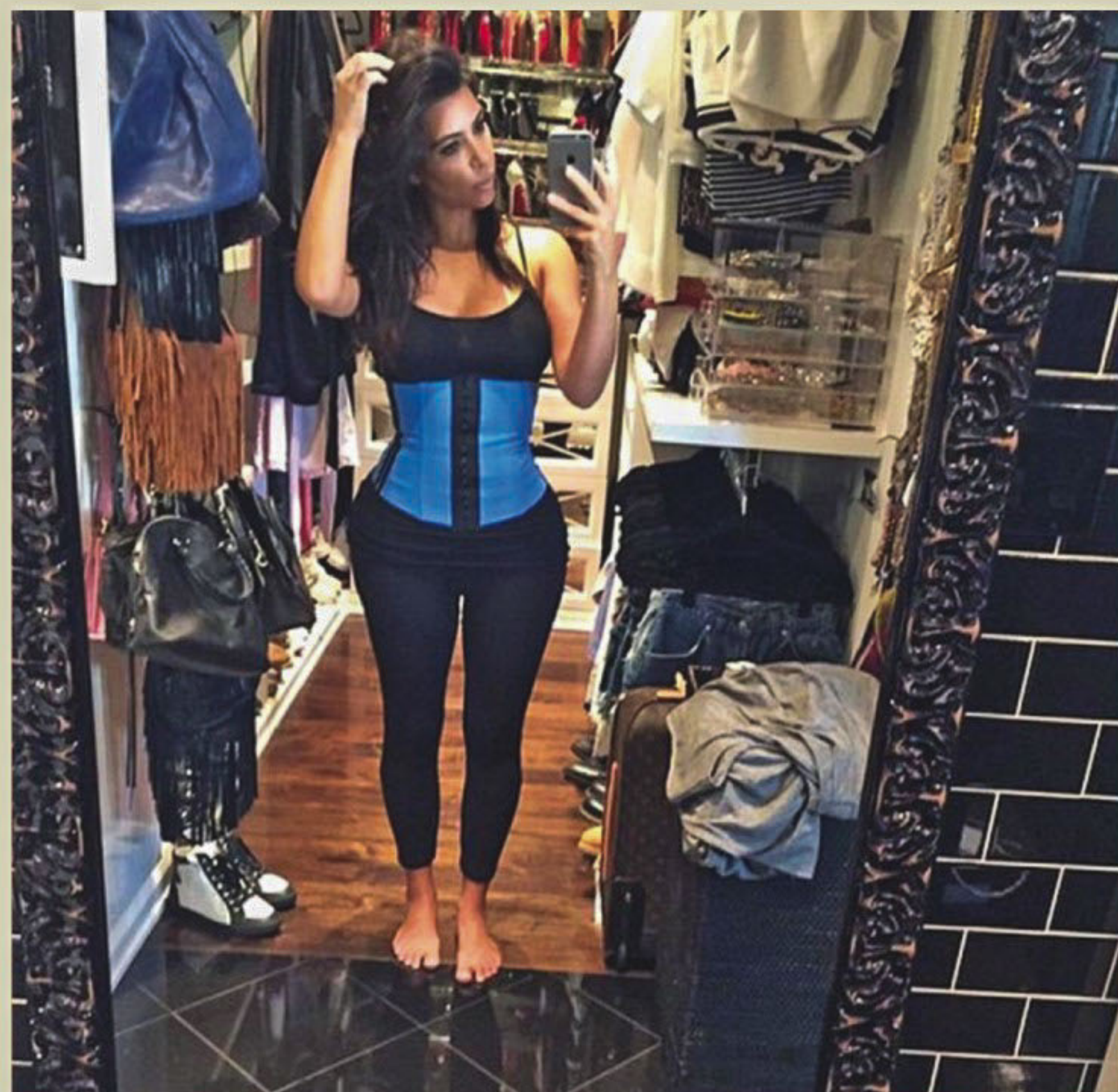
## CORSETS

You know your commitment to fashion is intense when your mother questions how much you like breathing. Try explaining how a tiny waist will push you closer to that hour glass ideal because that is #lifegoals. If not convinced, try forcing a corset on her. Chances are she will blame you for asphyxiation and/or kidney damage to which you could counter that even if for a while, albeit at the risk of literally squeezing the life out of her, she was one dress size smaller.

## SKY-HIGH HEELS

Surprisingly, chances are your mother won't outright bash you for wearing these. However, do notice the sly grin on her face as you finish putting them on. Just a *subtle* warning will come in the form of "I'm not paying the hospital bill when you fall."

Being a big believer in wearing anything you like and anything that makes you comfortable in your skin, I have nothing against any of these trends. These are just a few pro-tips for when you are called to "explain yourself".



# Starting Your Own Online Clothing BUSINESS

## NOOHA SABANTA MAULA

Among the many things Facebook has made easy is business. If you've been harbouring ideas about starting your own clothing business, now is the perfect time to act on it. Here's what you'll need to do.

### DECIDE ON WHAT YOU'LL BE SELLING

Will you be importing pre-made clothes or unstitched pieces? Are you going to be designing and making your own line? Are they going to be mass produced or be made as unique pieces?

Answer these questions before deciding to proceed with the business idea because how you organise your resources effectively depends on this step.

### TAKE YOUR TIME FINDING YOUR SOURCES

The biggest noob move people make is not scouting their sources properly. If you're importing clothes, check multiple sites to crosscheck prices and shipping costs. If you're buying fabrics, visit several markets, talk to shopkeepers and see what deals they can offer you. People tend to dump names of all the places they get their fabrics from. Put this to use. Visit them, compare them. Do not jump straight into one cheap source that seems like a good place to start.

If you live halfway across the city from Islampur, you can probably strike up a deal with a shop near your house and save yourself a lot of trouble as well as money. The same applies to finding the right *darji* or factory where you can get the stuff made. Make sure you're doing your math every step of the way - it counts.

## MARKETING STRATEGIES

While Facebook makes it super easy to find your audience, getting them to buy is a whole different ball game. Do your research before you set up a Page. What are your competitors doing? How are they pricing their goods? What kind of delivery service are they using? What kind of reviews do their Pages have? Are they doing photoshoots or uploading pictures of the items only? Look into these to get a thorough idea of what customers like, want and need.

You'll have to engage actively with your customers not only to reach them in the first place but also to convince them to spend their money. Many Pages interact with their customers through other social media platforms like Instagram. While Facebook Pages Manager helps you run your Page on the go, other services like Hootsuite allow control over multiple social media platforms.

## PATIENCE IS KEY

Doing business requires patience. You'll face slumps, you'll be selling things at 5 am and sometimes the booms in demands will be overwhelming. There will be rude customers, annoying questions and trolling. Be prepared to ride them all out gracefully.

The whole process of starting and running a business is extremely time consuming. Before you take the plunge remember this: being your own boss means you'll be running the show full time. Still ready to commit? Get going then!

Nooha Sabanta Maula is an Anthropology major whose anthropologising has made her confused about life. Send her your thoughts to [noohamaula@gmail.com](mailto:noohamaula@gmail.com) or [fb.com/noohamaula](https://fb.com/noohamaula)