

CHECK IT OUT

Bangla Perfume launches Issey Miyake

Bangla Perfumes Distributors Ltd – a top brand fragrance distributor in the country – has introduced the newest member to their perfume family, the Issey Miyake from Japan. It is now available in the local market.

The launch took place in the afternoon at the Four Points Sheraton Hotel. All members of the Bangla Perfumes team were present at the launch including Md Faridul Hassan Chowdhury, Chairman, Khondoker Nazrul Islam, CEO, Reshad H. Khan, Director, Md Zakir Hossain, Executive Director, Mohammad Alamgir, General Manager and Tanvir Alam the Brand Manager. A host of celebrities and cultural elites were also present at the occasion.

Issey Miyake defines himself as a designer of clothing rather than fashion, and seeks to create garments that provide comfort and freedom to those who wear them. Driven by an insatiable curiosity, he unceasingly strives to redefine the relationship between clothing and the body, using processes that combine tradition

and cutting-edge technology.

To-date, there are more than 10 fragrance lines in the Issey Miyake fragrance portfolio. Each with its own distinctive design and fragrance and yet Issey Miyake's philosophy has never deviated. His goals are to create fragrances that convey a message, to inspire people with hope for a brighter future, to present simple yet functional bottle designs that are at once accessible and universal, while never losing a sense of wonder.

Over the last 18 years Bangla Perfumes has been showcasing world class brand fragrances in the domestic market from their mother companies in UK, France, Italy, Germany, Switzerland, USA and many others. Its top rank line-up includes over 20 world class brand fragrances like Gucci, Dolce & Gabbana, Burberry, Versace, Thierry Mugler, Jimmy Choo, Cartier, Boucheron, Dsquared2, Hugo, Lacoste, Azzaro, Moschino, Escada, Mont Blanc, Victorinox, Swiss Army and many others. Issey Miyake fragrances are now available at all retail stores of Bangla Perfumes.

Yellow to host Women Award



Yellow hosted the Inspiring Women Award for 19 professional women on March 8. The award ceremony was to celebrate the contribution of women in leadership roles and it took place for the second time.

Titled "Yellow presents Inspiring Women Award", the gala ceremony honoured professional women of the country across various sectors and fields. Around 500 invited guests from the local and multinational corporate sector, development agencies, government bodies and dignitaries from the embassies were present at the ceremony at Le Meridien Dhaka Hotel.

With the vision to empower and equip women and help them reach leadership positions in the various fields of professionalism, the award was first introduced in 2015 by Bangladesh Brand Forum as the second phase in the "Inspiring Women in Leadership" project. The Award has been designed to identify and recognise the professional women who are inspirational role models for the society.

A total of 19 awards were handed over across 16 broad categories, namely: Yellow Inspiring Woman Lifetime Achievement, Yellow Inspiring Female Entrepreneur, Inspiring Woman in Army, Inspiring Female Performer - Dance, Inspiring Male, Inspiring Woman in Sports, Yellow Inspiring Female Diplomat, Inspiring Female

Journalist, Inspiring Woman Against the Odds, Inspiring Female in Cinema, Yellow Inspiring Woman of the Nation, Yellow Most Dynamic Women of the Year, Inspiring Female Startup, Leaders of Tomorrow, Most Female-Friendly Organisation, and Inspiring Female Professional.

The winners in the corporate and business sector were chosen after a month-long nomination, and selection process conducted by HR experts of the country.

A bi-monthly publication was launched at the event, sharing various interest and concerns of professional women of the country. Audio-visuals on the winners were also played to inspire the participants. In addition to this, the audience was entertained with a captivating cultural performance by Warda Rihab and Shaian. "It's a She Thing," an adaptation of a world renowned play, was also performed at the event. The ceremony was followed by dinner and gift hampers.

Presented by Yellow, the award was organised this year in association with Le Meridien Dhaka with Parachute & RFL as the event partners. The event was also supported by FICCI, MCCI, Dhaka Tribune and the daily Ittefaq as Media Partners, Masthead PR as PR Partner, Gtv as TV Partner, Webable as Social Media Partner, and Colors FM 101.6 as Radio Partner.

Ignite Publications releases children's books

Books of Ignite Publications are now available in various shops in the city. Their children's books are available in all outlets of Boi Bichitra and Kids and Moms as well as the Ahsania Mission book distribution centre, Book Worm and Shahbagh's Pathak Shamabesh.

Ignite Publication Limited was launched in August 2015 with the aim of publishing good quality, high standard books for children. The publishing house has published several textbooks for students in Bangladesh under the name of Scholastica Textbook Development Project and Printcraft Limited.

Some of Ignite's books include books for babies and toddlers, fun-filled activity books for young children and pictorial books on a variety of topics. Textbooks and workbooks in all the standard subjects including English, Mathematics, Bangladesh Studies, Bangla and many more are in development.

Ignite's team of content developers are highly invested in providing the ultimate experience in education. The books have been developed in both Bangla and English and all maintain a high standard in design, content, educational approach and presentation.

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