

# Apex celebrates Bengali New Year



Pohela Boishakh is right around the corner and everybody is excited about shopping. Women would probably be buying the traditional white saree with red border, while, men would also be likely to stick to the white panjabi. However, if you are not looking to go for the traditional look and opting for fresher summer hues, then you can try out Apex's new shoes and sandals designed specifically to go with your colourful Boishakhi outfit.

Men usually don't pay that much attention to their footwear. However, their better half is surely to notice what they are wearing on their feet. So you can check Apex's traditional offering like slides and the two-strap sandals. These sandals are not only comfortable but would also go well with your ethnic look. They have also come up with fashionable loafers available in cool new colours like red, blue, cream, yellow, orange and so on. Due to their huge range of colour choices you can probably match the shoes to your panjabi this Boishakh. So, make sure that your shoes are in pristine condition and show your better half that you are a man of

taste.

For the ladies, Apex has brought products under their various brands, designed specifically for them. Their new line of women's shoes is exciting, smart, well-designed and comfortable to wear. Their brand Sandra Rosa, has introduced strappy gladiator sandals with mirror work – adding a desi flavour to this international favourite; printed wedge heels with braided uppers, and peep-toe wedge heels with floral printed uppers – truth be told, this is one of the most electrifying shoes coming to store this Boishakh. They are also bringing in, colourful flats with padded insoles, and much more. These revolutionary new designs are unique and make the shoes not just amazing to look at, but are a shoeholic's dream come true. There are also handbags and clutches to match every style and colour of outfit you have.

One thing you should probably consider this year is that, Pohela Boishakh would probably be a day with scorching heat. So make sure to wear something that you'd be comfortable in. Stay safe. Stay comfy. And have fun!

# Cats Eye introduces new brand ambassador

Fashion powerhouse Cats Eye recently announced their new brand ambassador on March 30 at the popular food spot, Steak House Dhaka. The new brand ambassador is none other than local celebrity and musician, Md. Zohad Reza Chowdhury.

Zohad, the lead vocalist of the popular band Nemesis was excited to be the new face of Cats Eye. "It's very hard to comprehend yet at the same time I feel blessed to be affiliated with Cats Eye as a brand ambassador. Simply put, I think it's a huge honour. I love wearing their products. You either like it or you don't and I absolutely love Cats Eye's loot," said Zohad.

The event started off with an official welcome to all the guests attending the programme. After officially signing the papers Zohad and Cats Eye representatives answered some questions for the press. The event was rounded off with Cats Eye welcoming Zohad into their team with a cake.

Cats Eye is one of the big fashion names in Dhaka and has been around for a while thanks to founders Sayeed Siddiqui Rumi



and Ashrafun Siddiqui. Under their guidance, Cats Eye expanded to introduce Monsoon Rain, a sister concern. Cats Eye has also introduced ladies wear, shoes and jewellery to their brand. Their goal is to create products that are unique and affordable. Cats Eye believes that with the help of Zohad, they can reach new heights in fashion and on social media.

By Naveed Naushad

# Mayasir's Boishakh Collection 1423



Keeping the coming Boishakh in mind Mayasir presents vintage ensembles that are sure to turn heads and start trends. Each piece is hand-made, defined with details and

finished with care, upholding the hallmarks of Mayasir. The colours, forms and styles truly represent our heritage and fully deliver the spirit of Bangladesh.



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