CHECK IT OUT

Marium Mir: The new kid on the block

Marium Mir had always been passionate about fashion, owing to her growing up in what could be described as a fashion conscious household. Watching her parents dressed up in designer clothes, Marium Mir was exposed quite early to the ins and outs of trends. Over time, as her interest in the field grew, she realized that it was more than just a fleeting hobby; this was her true calling.

"The first step I took towards having a career related to fashion was after my

O'levels when my dad helped me start my own boutique. It was called Muslin," Marium Mir recalled. "However, I was not satisfied merely being someone who was interested in fashion. I wanted to be good at it also from a technical point-of-view. Therefore, after completing my O'levels, I went abroad to the American Intercontinental University in Los Angeles to do further studies in fashion and acquire further knowledge and skills related to this industry," she said.

Marium's goal was simple; she wanted to become a freelance fashion stylist and a designer, something that hadn't been done in quite this avatar in the country. "I wanted to be someone who could help women bring out the best in themselves and yet I wanted to be able to do this without changing who they are as human beings," Marium explained her philopsphy.

"This I hope to achieve successfully as I don't really have any particular fashion icon in mind when I create my clothes. I make what I personally feel is beautiful, and I believe my works speak for themselves. I'm confident that they will appeal to the right audience women who don't dress-up just to please others, but women who are driven, fashionconscious individuals who like to wear beautiful clothing because they feel naturally beautiful when they do," she concluded.

"With retro fashion and fashion designed

to ethnic and culture based motifs, the traditional heritage based designs are set to make a terrific comeback because of their elegance, graceful lines and overall look. Fashion reflects the style and choice of the wearer. Elegance and chic are two elements that are very much apparent in the style of old Dhakaites, the begums, wives of landlords and the ladies behind purdah, all of who have evolved and sported the most unique and graceful clothes and jewelry that still make waves when observed,"

Marium said when asked to detail the kind of fashion she was currently working on. "I intend to revive some of that elegance, chic and grace through my fashion collection. Some of these pieces caught the eye of the ladies who visited my last exhibition on the 19th of March, 2016. My Dhaka pajamas and breeches were appreciated by the attendees," she added. Marium Mir promises to take the fashion scene by storm. With such evident fashion, she may well fulfill her promise in less time than imagined.







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