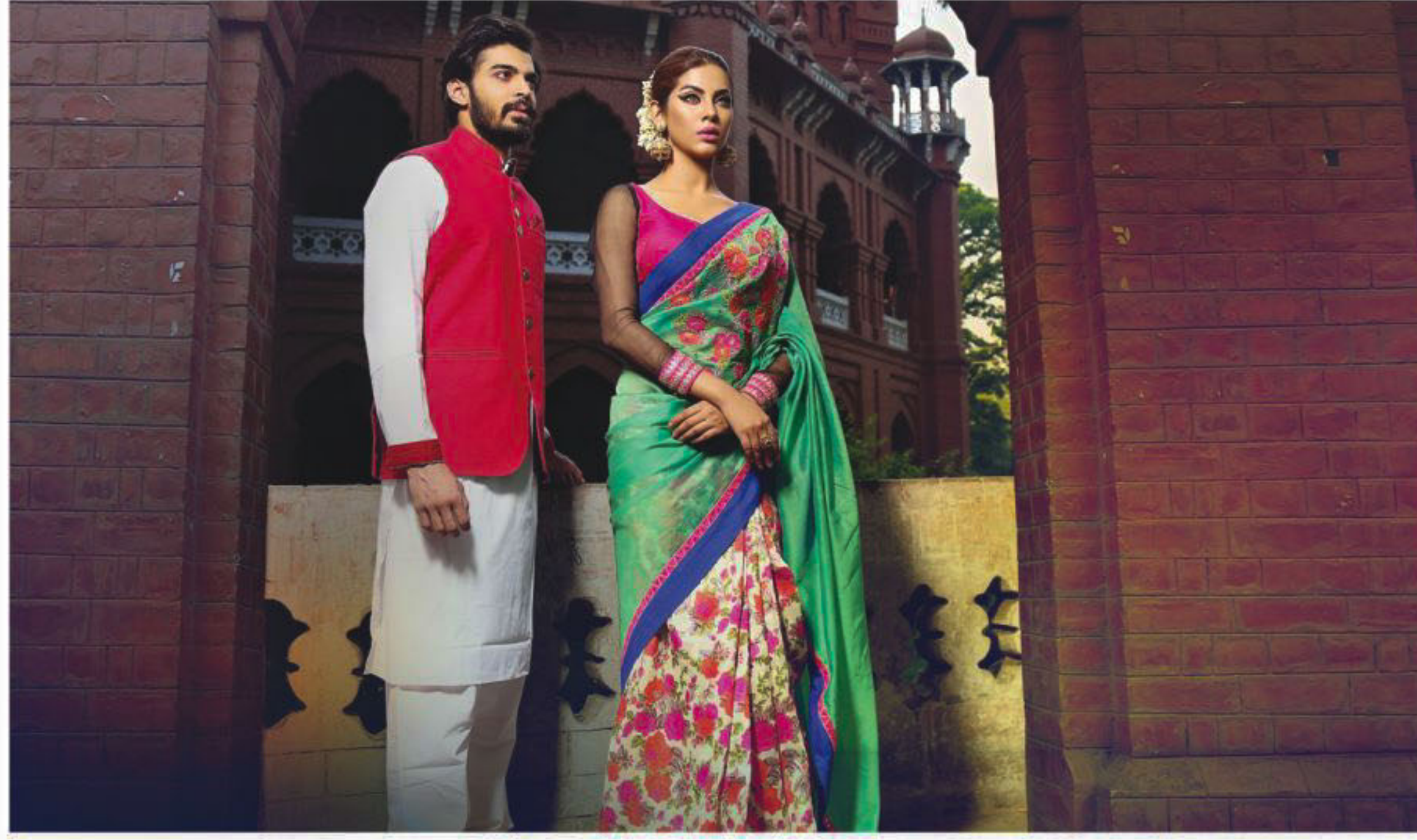


Celebrating 13 years of success

O2, a renowned fashion house in Bangladesh, celebrated 13 years of their success with a get together and launched their Boishakh collection.

Two brothers, Mr. Asif Iqbal and his brother Jafor Iqbal started their journey with O2, 13 years ago back in 2003 with only two employees. In 2007 they expanded their business for corporate branding and established their first chain store and by 2016 they had opened ten outlets; six in Dhaka, two in Chittagong, one in Khulna and another in Gopalganj, employing almost 400 people. O2 is growing larger everyday and for the future they are planning to expand and make it an international brand.

Jafor Iqbal quotes "Our vision is to reach every corner of Bangladesh and go international as we've developed confidence in



business. There is enormous market potential for Bangladeshi brands in many other countries including the Indian city of Kolkata"

O2 has expanded beyond what the brothers have expected when starting their brand and the success and support they receive from the customers here have given them the confidence to expand their business to the international market.

O2 offers very trendy and unique designs which are also classy, comfortable and affordable. O2 offers different ranges of products for men which includes long punjabees, sherwani, ethnic vests, pants, shirts, blazers, sandals, t-shirts, etc. And for women, they offer sarees, fatuas, single and long kameez, blazers and lahenga.

By Mahee Azreen

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* as per standard testing protocol; with min 3 use/week; individual results may vary.

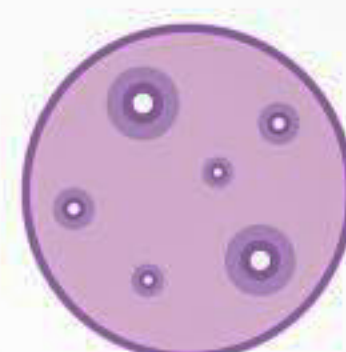
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