

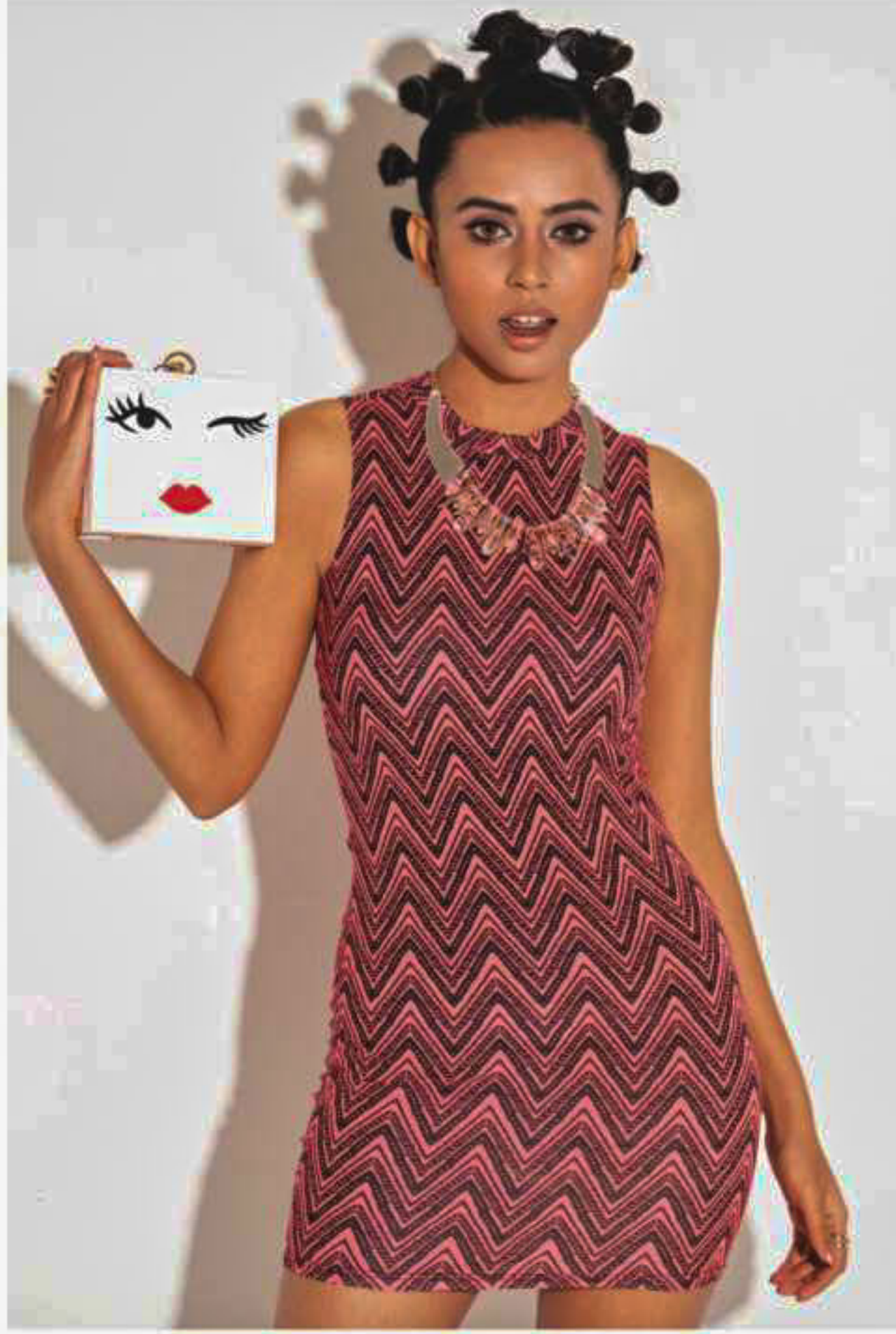
CHECK IT OUT

# Urban Truth launches April 2016 Lookbook

Urban Truth has launched their April 2016 Spring Lookbook. For this season, they have brought the popular '90s inspired trends to Dhaka through a punk, gothic and casual prep revival. From funky prints, to bright and dark colours, and various shades of Pantone Colour of the Year 2016, rose quartz, Urban Truth continues to cater to the trendiest youth in the city. And true to form, they also continue to maintain international standard of quality, thanks to the stringent quality management imposed by their parent company, Pride Group.

They've also brought in a wide array of new jewellery, metallic temporary body tattoos and bags. If you're looking for the latest European trends in street and casual wear, Urban Truth is exactly where you need to go.

Their April 2016 Lookbook is now available in stores in Jamuna Future Park, Banani and Dhanmondi.



## Pohela Boishakh Mela at Six Seasons Hotel

Bengali New Year celebration has been an integral part of the Bengali culture. In accordance with this, Six Seasons Hotel plans to uphold all the spirit, joys and traditions of the Bengali New Year through a one-of-a-kind 'mela' (fair).

On April 14, the exclusive traditional Bengali mela will be held on the second floor of the hotel, and includes lunch/dinner. The mela will include more than 60 food items (many represented by stalls). There will be folk music, face painting, 'mehedi utsab', cotton candy stalls, jhalmuri, chotpoti and

fuchka stalls, pitha puli, handicraft stalls, jamdani stalls, etc.

Lunch is available for Tk 2399 and dinner for Tk 2799. Special discounts are available for some credit and debit cards, and for Six Seasons' Facebook members.

There will be an authentic Bengali buffet lunch and dinner available at the Vinno Shaad Restaurant from April 15 to April 20. Anyone looking for traditional Bengali food is guaranteed to have the real taste at Six Seasons with buffet lunch on offer at Tk 2199 and dinner at Tk 2499. For reservations please call 01987009824.

## Celebrate Baishakh with Aranya

Aranya is celebrating Baishakh with traditional colours of yellow and red. The favourite combinations of Baishakh are highlighted with delicate block prints in kasmii, hartaki and catechu. The collection further adds elements of purple, green and blue with some unique designs created from original 'alpanas', hand drawn in wax.

Also included are elegant hand woven traditional cotton contrast saris in vivid colours of maroon and gold. Also available are fine check 'gamcha' saris in bright yellow red as well as the soothing shades of blue and beige.

Aranya is also offering men's wear in solid colours of khadi cotton on a variety of natural dye block prints with matching scarves. Aranya's aim is to encourage more women to wear saris to bring in the New Year. Saris in hand woven cotton, endi and silk range from Tk 800 to Tk 9000 while panjabis are available from Tk 1500 to Tk 2500.

## Daraz Boishakhi Mela 1423

The pioneering and leading ecommerce platform, Daraz.com.bd in collaboration with Sunilk, is proud to bring you the first online Boishakhi mela from April 8 to April 14. Starting from midnight, this online sales extravaganza is going to offer up to 70 percent off on a huge selection of products across different categories. Daraz.com.bd and Sunilk have taken this visionary step to introduce the Boishakhi mela concept online, for the first time, in the name of 'Daraz Boishakhi Mela 1423'.

Pohela Boishakh, also known as the Bengali New Year, is celebrated nationwide and is all about bright colours, flowers, Bengali food and dressing up in red and white. It is one of the biggest shopping seasons of the year which everyone eagerly awaits. Bangladeshi shoppers for the first

time will experience this mela online, without having to step a foot outside in the heat, traffic and rain.

The Daraz Boishakhi Mela 1423 campaign has already stirred a lot of interest among consumers. With leading brands across the industry offering unbelievable discounts, many consumers from all across the country are eagerly waiting this online bonanza.

From category discounts as high as 50 percent on smart phones, 40 percent on computer accessories, 35 percent on home appliances and 70 percent on fashion and accessories, customers should be all set for a shopping experience of their life.

Shoppers can visit <https://www.daraz.com.bd/pohela-boishakh/> to learn about the complete range of deals and offers available.

## Nipun to celebrate Pohela Boishakh

Nipun is set to celebrate Pohela Boishakh with their cotton fabrics. Nipun also has voile, handloom and linen. People have now got out of the typical red-and-white attires in the Bengali New year. And Nipun has embraced this change well, showcasing an array of colour combinations.

There are many variations of colours in a large collection of saris, shalwar kameez suits, kurtis and much more. The wardrobe caters to men, women and children. Nipun has used a variety of motifs including geometrical, Persian, floral and Jamdani.

For more information, please call 01859707410.

# সাদা নতুন নাম



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সব রকম দাগ-ময়লা দূর করে



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