

To start with a colourful bang!

Pahela Baishakh is our day of colourful celebrations where people from all walks of life get together and celebrate the Bengali New Year.

The festivities of this day are marked with colourful illustrations of art, native dresses and Bengali food. To enhance the Pahela Baishakh experience, Robbialac has decided to step up and create the next big thing in Dhaka city.

To celebrate Pahela Baishakh, Robbialac will welcome the Bengali New Year with the campaign, 'Robbialac Tomar Ronge Rangao Campus.' This is where students of 15 private universities will get together to create a memorable alpona in the university premises.

Of course, it is the limited space of the university premises that presents itself as the main challenge. It will be up to the students to decide how best to make the space they have at hand, memorable. The prize money is a whopping Tk 50000 for the winners with the first and second runners up taking home Tk 35000 and Tk 25000 respectively. There will also be certificates for the participants as well as crests for the participating universities.

But more than the money and the peripheral mementoes, it is the pride of the university artists that will be at stake. It would definitely be a new trend if for the Bengali New Year, students were making beautiful, artistic creations. It will be a great addition to the touch of festivity. The event will start on April 12 and conclude the following day. University artists will get two days to draw their alponas with paints provided by Robbialac. The alponas will be judged by experts and people on social media. Registration for the competition has to be completed by April 11.

This promises to be a great start to the Bengali New Year and with a little friendly competition, its about to get better.



Farzana Shakil's Makeover Salon offers Pahela Baishakh packages

Farzana Shakil's Makeover Salon announced three new festival packages for the occasion of Pahela Baishakh. The Baishakhi packages start from Tk 1500 and include makeup, hair styling and sari draping. Clients will be able to avail the packages, in addition to regular services, at all FSMSL outlets from 6.30am on April 14.

In addition to their new packages - for the month of April - FSMSL is introducing an expanded range of salon and spa services as well as a brand new menu of their popular Combo Packages. To know more about the Baishakhi packages and other services, please contact: 0171 345 1776, or 0177 619 4215.

Sailor unveils new collection

Sailor is set to welcome the festivities of the Bengali New Year with a vibrant and colourful range of men's and women's ensembles. The collection includes a smart and affordable range of clothes including printed and embroidered panjabis, shalwar kameez, tops and much more.

The theme is Baishakh with the kurti collection theme being folk art. The fabric is 100 percent cotton, voile and viscose and the designs have been taken from flower motives. The men's panjabi collection is themed under Colorado and focuses on a variation of colours.



The prices are affordable with men's panjabi available from Tk 1350 to Tk 1500 and women's kurtis between Tk 1750 and Tk 2050. Women's shalwar suits are priced at Tk 2050 to Tk 2950.

To celebrate their one year anniversary, Sailor is offering a flat 30 to 50 percent off on all kinds of clothes and accessories for the entire month of April. The discounts are available in all seven Sailor outlets including Jamuna Future Park, Dhanmondi Saat Masjid Road, Gulshan Police Plaza Concord and many more.

Check out their outlets and dress yourself in one of the most fashionable options around this year!



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