



Pride Girls was started in 2014 and it caters to women aged 16 to 30, with items like colourful kurtis with a plethora of designs, starting from vibrant CNG prints to nerdy geometric shapes, you can find anything to suit your personal style.

For Pride Girls, the philosophy is that comfort is the most important aspect of an item of clothing. If a design is beautiful to look at but uncomfortable to wear then you won't find it as part of the Pride Girls collection. Pride Girls has taken care of that problem by using 100% viscose, a fabric that is soft and smooth. Viscose is a type of rayon which is manufactured from regenerated cellulose. It also creases a lot less than other fabrics. If you iron it once and hang it in your cupboard, you can find it the same way the next time you wear it. But the fabric is a delicate wash. One needs to be careful while cleaning it. The best way to do this is by hand washing it gently with soap or detergent.

Sumbal Momen, brand manager of Pride Girls, says "we make the dresses in such a way so that all the options are open. You can wear these tunics and one-pieces with jeans, palazzos or leggings. Depending on the look you are going for you can dress any way you like."

The designs are mellow but at the same time funky. Their designs are contemporary yet simple. They have digital printed designs of sticker collections, tribal designs, guns, guitars and so on. They have also worked with geometric shapes and scientific patterns like the solar system. The spring collection has a perfect balance of punk and demure. To put a new spin on the classic floral pattern they have designed minimalistic kurtis. They can be worn to parties with the right accessories and also to the office if you have the right coloured palazzo or leggings to go with it. A wide variety of influences can be found in each design, with inspiration from mathematics, music, astronomy as well as natural sources being evident.

All of their collections are thematic. For January they worked more on scientific and geometric patterns, for February they worked with the theme of Ekushey February focusing

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more on white, red and black colours. Again for spring, they introduced floral designs. There no particular colours that they work with but they do follow the Pantone: colour of the year guide at times to keep up with the world. For Boishakh, you are going to find a lot of unconventional hot pink and orange designs instead of the conventional red and white.

The cuts of their dresses are relatively uniform. They make the dresses in such a way so that there is still some cloth left even after stitching, so that one can loosen it or tighten as they wish. Most of the long kurtis have the same cut and length but they have decided to work on asymmetric cuts for Eid. They are also reintroducing Pride Kids – a section for kids for the upcoming Eid festivities.

Pride Girls' designs are the perfect way to have fun with funky colours. Pride Girls is the ultimate shopping destination for contemporary fashion with a Deshi taste to it.

**By Mormee Mahtab**

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