

Princessa Fashion Factory

An ambitious endeavour of an optimistic university student; Sarah Farhana is what makes Princessa Fashion Factory what it is.

The online venture puts forward the whole lot of retail clothing such as ethnic kameez sets, fashionable scarves and gowns, and even abaya on sale. Also there for customers to choose from are the occasional cosmetics and casual jewellery.

What one will particularly like about the online store is that customers can opt for a random design of clothing off of the Internet and the store tries their best to replicate it in accordance with the customer's modifications.

For people who love comfort above all, the store chooses

fabrics that are comfortable to wear like cotton and georgette. Also, the colours usually chosen for dresses are bright and lively which is preferred by some, if not all. You can also catch a glimpse of the online shop as a pop-up store at seasonal fairs hosted in the spirit of various festivals.

The range of dresses has one thing in common: prints and floral patterns. However, they differ in prices starting from a range of Tk800 for classic scarves to even Tk2500 for gowns and traditional wear.

Considering that the main customer base is students on a budget, it may be too high a price to pay for casual clothes and accessories, but to contradict the dilemma, special discounts are offered to loyal customers and on special events.

Princessa Fashion Factory is not your exclusive couture boutique but this humble venture is the answer to the prayers of anyone demanding customer satisfaction and a complete personal service above all.

For additional information on the online store call 0193 381 6823; Visit their Facebook page: Princessa Fashion Factory

By Ramisa Haque



EVENT

Book launch:

The girl who didn't share

Simeen Hussain, a mother of two, author of the book titled "The Girl Who Didn't Share" was inspired to pen down her views by her four year old daughter, Alia. She has written this book as an inspiration for children, basing it on the ideas of sharing and also helping mothers to teach their children the beauty and generosity that comes along with it. It is beautifully illustrated and easy to read.

The book launch was organised by the Red Shift, a café, who almost every other Saturday hold open book launches, since they are trying to encourage the reading and purchasing of books, for all age groups. Chief guests, Zakia Rouf Chowdhury, the Executive Director of Rangs and Professor Omar Rahman, Vice Chancellor of IUB, were present at the launch.

Having read the book, Zakia Rouf Chowdhury said, "Simeen has written a beautiful book about sharing since the first rule of life is sharing". "The Girl Who Didn't Share" appeals to both parents and children for several reasons. One, I think it is a charming and delightful book. It teaches children about moral and

ethical dilemma and about how to engage with friends and learn the value of sharing. And it also has a very simple message that you cannot have too much and less is always more."

Simeen Hussain herself said "I wrote the book when my daughter was three and it's about the identification of my daughter's sharing problems. Motherhood can be quite challenging at times, but we all know the joy and magic that comes with motherhood. And I hope this book will help bring that magic when you read to your child, and I hope it delivers a message of goodness and kindness."

The purpose of writing this book was to deliver a message of the beauty there is in sharing. It also encourages children to start reading at an early age. This book is mainly for children between ages of 2-5, full of colours and illustrations. The writer now plans to write more books in the future that gives simple yet moral messages to children.

By Mahee Azreen

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