

CHECK IT OUT



Kay Kraft's summer wardrobe

The stores of Kay Kraft are showcasing their summer wear. Colours used are pink, sky blue, white, lemon, peach, light violet, etc. The fashion brand has drawn inspiration from nature, borrowing designs and colours from summer blooms, butterflies and the paddy fields this time of year. Borrowing the greenery from nature, the designers have used this colour in various shades. The fabrics used include cotton, endy, bexi, voile, etc. Value addition in the attires have been made through block print, screen print, tie-dye, handwork and machine embroidery.

The attires include saris, shalwar kameez suits, tops, T-shirts, shirts, short panjabis, frocks, etc. The wardrobe is for men, women and children as well. For more information, visit www.kaykraft.com or www.facebook.com/kaykraft.com.bd.

Wearhouse - doodling on fabrics

Wearhouse, an online store with more than twelve thousand followers on Facebook, is growing rapidly into a popular fashion brand. Inaugurated just over a year ago by Tasnim Ferdous, an aspiring architect, Wearhouse promises to provide you with trendy and fashionable, yet unique and comfortable, clothes.

Wearhouse is a completely online based shop, where an active response is always given by the page to its customers. You are sure to find out about all product related details and price in the caption below the picture. Still, if there are other questions, the page tries to respond to every customer within an hour or two. And, if any design has caught your eye, the product has to be pre-ordered and you will receive your desired item within 7-10 days.

The products purchased are paid in cash on delivery and if any customer is not satisfied with their product, they can return the item. All the products can be delivered outside Dhaka, and also outside Bangladesh, only the delivery charge varies!

Wearhouse mainly designs kurtis, scarves, and saris. They mostly work on Bangladeshi-made material, such as khadi, cotton, silk, and muslin. You can purchase

kurtis ranging from Tk 600-1200, scarves within Tk 400, and saris from Tk 1500-2200. The items are very spontaneously designed by the owner; she likes to call her products 'doodling on fabrics' since she doodles on paper, and

chosen with a lot of thought, to provide the maximum level of comfort for the customers. They do not have too much work on them, so they are lightweight and wearable.

The designs are done with very bright colours, they are eye-catching and wearing them simply feels like you have added a burst of vibrancy to your life. You will not find typical flower block prints; rather she is inspired by housing and Dhaka traffic to design her clothes.

On her Facebook page, you are sure to notice how the photoshoots are done using amateur models, since the designer does not want to set a certain 'body-type' for her designs. She wants to portray how they can be beautifully worn in all colours and sizes.

In the near future, Wearhouse is planning to design salwar kameez sets and bring different cuts to her products, which will also reflect her career as an architect.

So, if you're looking for something out of the ordinary, funky, and quirky, be sure to look into their Facebook page:

[facebook.com/Wearhouse.2015](https://www.facebook.com/Wearhouse.2015).
Instagram:

[wearhouse_bangladesh](https://www.instagram.com/wearhouse_bangladesh)

By Mahee Azreen



later applies this imagination to her clothes. The clothes basically consist of block prints and embroidery work.

Ferdous aims to produce dresses that are comfortable, and can be easily worn in the hot Dhaka weather. The clothes are

Bangla Perfume launches four new luxury brands

International luxury beauty giant L'Oreal Luxe has entered into the Bangladesh market, launching four fragrances for men and women in partnership with Bangla Perfumes Distributors Ltd. Perfumes by Giorgio Armani, Yves Saint Laurent, Ralph Lauren and Diesel will be available from May, 2016, and will be available in the local market in their outlets of Perfume World and other selected counters in various stores like Ecstasy, Artisti, Vasavi, Manyavar, etc.

The launch took place on 30 April at Radisson Blu Water Garden Hotel in Dhaka. Representatives of L'Oreal Luxe from India along with members of the Bangla Perfumes team were present at the launch.

The launched perfumes to be available are:

MEN

Giorgio Armani:

Aqua Di Gio—Light aquatic notes such as rosemary, fruity persimmon and warm Indonesian patchouli are mixed to create a fresh masculine scent.

Code Franchise—Inspired by one of the cult pieces of Armani fashion, the classic tuxedo, 'Armani Code' is an elegant tribute to the glamorous world of Hollywood making it perfect for nightwear.

Eau Pour Homme—The signature Armani collection of chypres which are classic and timeless.

Yves Saint Laurent:

Kouros — 'Kouros' is the classic fragrance consisting of citrus top note and a base note derived from oak moss and musk.

L'Homme — Scripted for 'The Man,' the franchise includes the energetic magnetic 'L'Homme,' which is ideal for the day and 'La Nuit de L'Homme' for the night.

Ralph Lauren:

Polo Blue — With marine and leafy notes, 'Polo Blue' is one of the world's most popular fresh fragrances.

Polo Black — 'Polo Black' is a woody fragrance that's perfect for night.

Polo Red — The latest addition to the World of Polo, 'Polo Red' is a brilliant spicy fragrance and exudes energy and adrenaline for the night.

Diesel:

Only the Brave— This is a woody, leathery fragrance that embodies masculinity and makes for a great night fragrance.

Fuel for Life —It is an energetic potion that opens with a stimulating star anise harmony. It is an incessant stimulation that is later sustained by dry woody notes like cedar.

WOMEN

Giorgio Armani:

Acqua Di Gioia— 'Acqua Di Gioia' brings to life the freshness of the sea with marine and jasmine notes, making it a perfect scent for free-spirited women.

Code Franchise — Belonging to the oriental family, this is full of sensual and myste-

rious scents, making it great for evening wear.

Si — The true vision of the Armani femininity, 'Si' is the modern classic that is great for all times of the day, with notes of Sicilian bergamot, mandarin, Egyptian jasmine, and vanilla.

Yves Saint Laurent:

Opium —The classic franchise for "The Woman" who dares to be bold and fight against monotony. The more recent 'Black Opium' introduces the first coffee floral and targets a much younger consumer.

Parisienne — The floral fragrance with a strong inspiration from the Parisienne woman makes for a great daywear fragrance.

Ralph Lauren:

Romance — The eternal classic, 'Romance' is a woody floral fragrance and makes for a great day fragrance. 'Midnight Romance' introduces fruity vanilla and makes for a great eveningwear option.

Diesel:

Fuel for Life Women — Intense, sophisticated and sexy, this fragrance brings together a brilliant concoction of wood and fruit and makes it a great all-day fragrance.

Loverdose — The playfully addictive 'Loverdose' is enriched with liquorice and ambrox to bring together a great sensual offering.

By Lameya Alma Amin



Gentle Park's summer line

The youth fashion brand Gentle Park has brought in its attractive summer line. The attires used include cotton, twill, chiffon, georgette, etc. Gentle Park has both formal and casual wear. From gowns to chino pants and from acid-washed attires to many more, the colourful summer line features attires priced between Tk990 and Tk4000.

The fashion brand has outlets across Bangladesh. For more information, visit www.facebook.com/GentlePark.Bd.