

The pioneering mastermind behind Anokhi

Mehrin Mubdi Chowdhury indulges in a rendezvous with the celebrated designer Humaira Khan, learning more about the fashion world, patriotism and future plans with her brand.



The name Humaira Khan is well-known and quite popular amongst the fashion enthusiasts of Bangladesh. For the rest, she is a pioneer who initiated a fashion label almost 26 years ago; when it was almost unthinkable for most to even contemplate fashion designing as a profession.

Humaira Khan has always been a trend-

setter, setting the way for her followers. "That's when I started designing my own dresses and wore them as regular wear. My friends and family were my first patrons. They loved my dresses so much that they became my first customers and that's how Anokhi was conceived, with a very humble beginning. I feel proud to admit that my patrons have stayed loyal to me for more than two decades. They are the main inspiration behind my work and the major reason I strive to do better every day".

Initiated in 1989, Anokhi began as a branded designer-wear catering to the upscale niche market. "I have worked with Anarkalis and Peshwaz long before they became trendy," says a confident Humaira Khan. The main collections of Anokhi, back in the 90's were high-end couture wear. Today, Anokhi is coming up with fashion lines meant for everyone. The ready-to-wear collections are reasonably priced, affordable by the masses, amazing and good for wearing to work as well as casual parties. "I am very selective about designs" says the beaming Humaira Khan. "I will never compromise on design, be it an affordable range or couture wear, if it's my design, it just has to be perfect".

When asked how she feels about the recent trend of reviving local materials like Muslin, Jamdani, etc she says, "With time, I have realised that patriotism is something that needs to be a part of our everyday lives. We talk a lot about it but how many of us in fact physically strive for it? Muslin, Jamdani, Khadi; these are our heritage, if we do not promote them, who else will? The rest of the world is gung-ho about

