



The glamorous event with a star-studded line-up was touted to bring together the biggest names in the fashion world from home and abroad. The platform itself, The Lustrous Runway, was formed with the vision to "Redefine the future of fashion and integrate Bangladesh into the global fashion world."

TRESEMMÉ PRESENTS  
5 YEARS CELEBRATION OF

# THE LUSTROUS RUNWAY

LIFE STYLE



The fifth edition of TRESEmmé presents 5 years Celebration of The Lustrous Runway, fast becoming the country's premier fashion show, was held at the capital's Le Meridien Hotel. The glamorous event with a star-studded line-up was touted to bring together the biggest names in the fashion world from home and abroad. The platform itself, The Lustrous Runway, was formed with the vision to "Redefine the future of fashion and integrate Bangladesh into the global fashion world." The platform aims to elevate designers to actual artists while providing a canvass to display their creativity. The event was held in association with BMW, Kohler and City Bank American Express. The entire project was conducted by Infinity Management Group.

Karishma Khan, one of the organisers, stressed the importance of the event before it had begun. "We are planning on doing more than just a fashion show. For our fifth year, we have big plans. We wish to use this platform to connect aspiring designers with establish designers," she said, explaining that the plan was to eventually create a knowledge hub for designers. "We will use this to promote knowledge on fashion, conduct workshops where aspiring designers will learn the more technical aspects of fashion and learn the things the local industry still doesn't have," she added. There are plans in the pipeline of holding 3-4 workshops with big name designers which will prove beneficial for others. Once the comprehensive training is done, the participants of the workshops would then have the opportunity of joining the Lustrous Runway and carve a name for themselves.

Alli Faiyaz Shoumo, who also led the project, had a few more things to add. "We started in 2011 and it is pretty big now. We have made significant improvements from the production aspect over the years. Initially we didn't know how to put out the lights and do the choreography but gradually we have learned. This time we got 3 designers from India and 3 local designers. All six of them are outstanding and we are expecting big things from them," he said. He further added how he wanted to make The Lustrous Runway into a South-Asian hub for designers from the region.

The glittering night started off with Sarah Karim recreating the glamour of the Mughal era, followed by the boldness of Salita Nanda's designs, which wowed the crowd and left them clamouring for more. Then came Zurhem's "The Rebels of China", which can purely be described as a pure love affair with silk. The suits in the crowd could be forgiven for feeling a little out-dated because Zurhem surely turned up the fashion level in the Le Meridien's Grand Ballroom. Agnimitra Paul and Anokhi were not to be left far behind as they too conjured up designs that were met with rounds of deafening applause. Finally, it was the finale time with Neeta Lulla and even before celebrity showstopper Lisa Ray sauntered on to the stage, Neeta Lulla's creations had won the crowd over.

TRESEmmé presents 5 years Celebration of The Lustrous Runway was indeed a grand and glitzy affair and this platform is easily one of the most promising of its kind.

By Osama Rahman  
Photo: Sazzad Ibne Sayed

