

SHOP SPECIAL

Le Reve's Spring/Summer Collection

Le Reve has brought an all-new collection for its patrons this season, with the latest wardrobe inspired by organic textures. Monnujan Nargis, the Director of Design and Creative at the brand store, looked to the bold and creative urban spirit to create a new theme for this year. Available since March in all Le Reve stores across Bangladesh, the collection is a celebration of colour in all its shades.

Last season's trending checks have become smaller and finer, while a focus on fabric structure and texture is apparent in the organic shapes and pinpoint asymmetrical effects. The brand's trademark attention to detail is also visible in the stitching and trimming on each tailored garment. The active spirit is revealed through an assortment of jumpsuits, wrap skirts and tunics - expressed in a variety of structures to meet all the tastes of a dynamic and sophisticated woman. Le Reve also paid attention to details, using glittered contours, special applications of finely carved prints, embroideries, studs and expertly perforated decorative motifs in the new designs.

The same versatility has been given to the men's collection for this spring. The inspired silhouettes have been redone a little bit, using soft and bright combination of colours and

refined combinations of materials. T-shirts, polos, casual shirts, denim items, etc have all been restructured to provide 'functionality above all'. The fabrics include washed-cotton, linen mixes, the lightweight Viscose and the very comfortable Rayon, all of which are complemented by the cotton, knitted jerseys and melange yarn. The addition of fine gauge knitted tees, polos and jersey bottoms, as well as washed cotton trousers and stylish shorts, are sure to prove popular as the temperature keeps rising.

Customers can expect novelty fabrics such as jacquard, leaf-like abstracts, lace, tweed-like textures, chiffon, etc. Multi-coloured borders, digital effects, reflexes, floral embroidery, appliques, feathers, 3D embellishments, cut-outs, multi-directional stripes and plunged necklines are important trends that have also been included in the collection.

The women's collection also features many new and unique designs, including floral tops and tunics that are fun to wear, scarves, jumpsuits, long kameez, cape tops, palazzo pants and much more while the men's collection features Bermuda shorts, casual shirts, t-shirts, polos, panjabis, etc. Le Reve also has children's collection where customers can get a wide range of shirts, denims, trousers, etc.

Le Reve stores are located in Mirpur, Dhanmondi, Uttara, Banasree, Jamuna Future Park, Basundhara City, Wari and Bailey Road. The fashion house also has retail stores in Sylhet and Narayanganj.

The fashion brand hopes to bring a whole new level of sophistication to its products while keeping the designs contemporary and fashionable. For more information, please visit www.lerevecraze.com

Photo courtesy: Le Reve

