

# JUVAN

Juvan, a sister concern of Tahoor, brings to us a new range of traditional yet modern attire for females of all ages. Tahoor is widely known in Bangladesh for their chic and comfortable hijab and abaya collections. Juvan's main aim is to design clothes that are comfortable, fashionable yet unique. They mainly design kurtis, long and short; keeping working women in mind.



Juvan wants to attract working customers, and has kept their price reasonable for bulk purchases. The designer focuses on vibrant colours, specially blue, that can be worn by mixing and matching with different coloured dupattas and pants; so that you can wear the same dress a couple of times without making it look like you've worn it before. Since they keep working women in mind, Juvan's attires usually have pockets, making it easy for women to carry phones and other necessary items.

They mainly work on linen, crepe silk and georgette since they are Dhaka weather friendly, easy to manage and don't always need ironing. Along with kurtis, Juvan also designs long skirts, shirts, cape dresses, gowns, long

dresses, shrugs, pencil pants and palazzos. Working with different types of cuts and prints, as well as embroidery, yolk, contemporary, fashion and asymmetric, Juvan's design will add exceptional and trendy clothing pieces to your wardrobe. Juvan also concentrates on different cuts for plus-sized women, which makes them look less heavy and makes them feel more confident.

Juvan promises high quality products and they also offer altering their products. They also run a Facebook page and online services are provided by them. Other than their online service, Juvan has three outlets in Dhaka city; in Panthapath, Banani and Uttara, and they are all a part of Tahoor outlets.

Their products have a very reason-

able price range with kurtis starting from Tk 800-3500, long skirts range from Tk 1000-3500, long dresses from Tk 1500-3200, slip dresses from Tk 1800 onwards and shrugs from Tk 1200 onwards.

Juvan believes everyone performs better when they feel confident about themselves and confidence depends to to an extent in how you carry yourself and what you wear. So Juvan tries their best to design their dresses keeping in mind to make their customers feel and look confident in everything they wear.

facebook link: <https://www.facebook.com/juvanstudio/?fref=ts>

By Mahee Azreen

Photo courtesy: Juvan



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