

Sunsilk: All Things Hair!



15 October, 2016 witnessed a grand gala organised by Unilever Bangladesh. On the eventful night at Radisson Blu Dhaka, the coveted brand Sunsilk was presented in an all new avatar, with an exclusive brand new packaging.

Unilever also announced additional information, such as the launch of an online platform called 'All Things Hair', whereby hair experts of the country would share hairstyles, tips and tutorials. This engaging digital platform hopes to create space for renowned 'vloggers' to showcase latest hair styles. Favourite hairstyles will now be easily available online; search 'All Things Hair Bangladesh' on YouTube and Facebook.

On the event, an exciting contest was also

revealed where anyone can take part to be the next Sunsilk beauty vlogger. The details of the information would be posted on their online page.

The show was studied with dignitaries and eminent figures from the Bangladeshi fashion and beauty industry. Mesmerising models walked the ramp in gowns coloured to represent the different variants of Sunsilk. The showstoppers for each queue represented female role models of the country such as Jannatul Ferdous Peya, the provincial model who made an international step in fashion by being featured in the cover page of Vogue Magazine; Jahanara Alam, the captain of the women's cricket team of Bangladesh; and popular

actors and models like Mehazabien Chowdhury and Nusrat Faria.

The occasion was made more engaging with a musical performance by band 'Shobhotta' and choreographed modern dance performances. Azra Mahmood was the choreographer of the event and the moderator of the occasion was Masuma Rahman Nabila. Persona was the makeup partner for the occasion.

Clad in bold and shimmery attire, the Sunsilk models brought the stage to life! Surely the Bangladeshi crowd will be looking forward to the latest Sunsilk which is now -- New Outside and Incredible Inside!

By Mehrin Mubdi Chowdhury

O2 in Uttara

Today, fashion has gone to a different level; everybody is conscious and concerned about the latest products with up-to-date designs. To keep up with this trend, reputed Bangladeshi brand O2 brings all sorts of trendy clothes and accessories to add to their collection. The brand began its journey with a showroom in Gulshan in 2003. Committed to quality and customer demand, the brand is also expanding its range of products and sales outlets.

Having a presence almost all across the country, O2 has opened a flagship store in Uttara. Khurshida Begum, Chairman of O2 inaugurated the new outlet with a simple ceremony. Asif Iqbal, Founder and Fashion Consultant of O2 addressed the function, which was attended by a number of beauty experts, fashion designers, models, and journalists.

It can be mentioned here that O2 has an attractive collection with the winter and bridal season in mind.

The 4,200-square-foot outlet is located in 21, Shonargoan Janapath Road, Sector 13, Uttara. Customers from home and abroad can also catch O2 products online via Facebook and Instagram.

Wedding Festival at The Westin

The glamorous 2-day Wedding Festival 2016, presented by The Westin Dhaka and Festivity, had taken place on 21 October at the Grand Ballroom of the hotel.

The festival showcased all the premium wedding related brands under one roof. The guests got to know about various wedding related products, from designer wedding wear to five star catering options. They were also able to get expert opinions from renowned consultants on wedding planning, menu selection, venue options, photography, videography, wedding makeovers, etc. From wedding ensemble to jewelry, the exhibition had something for everyone as designers

and brands from all over the country flocked in to showcase their artistry.

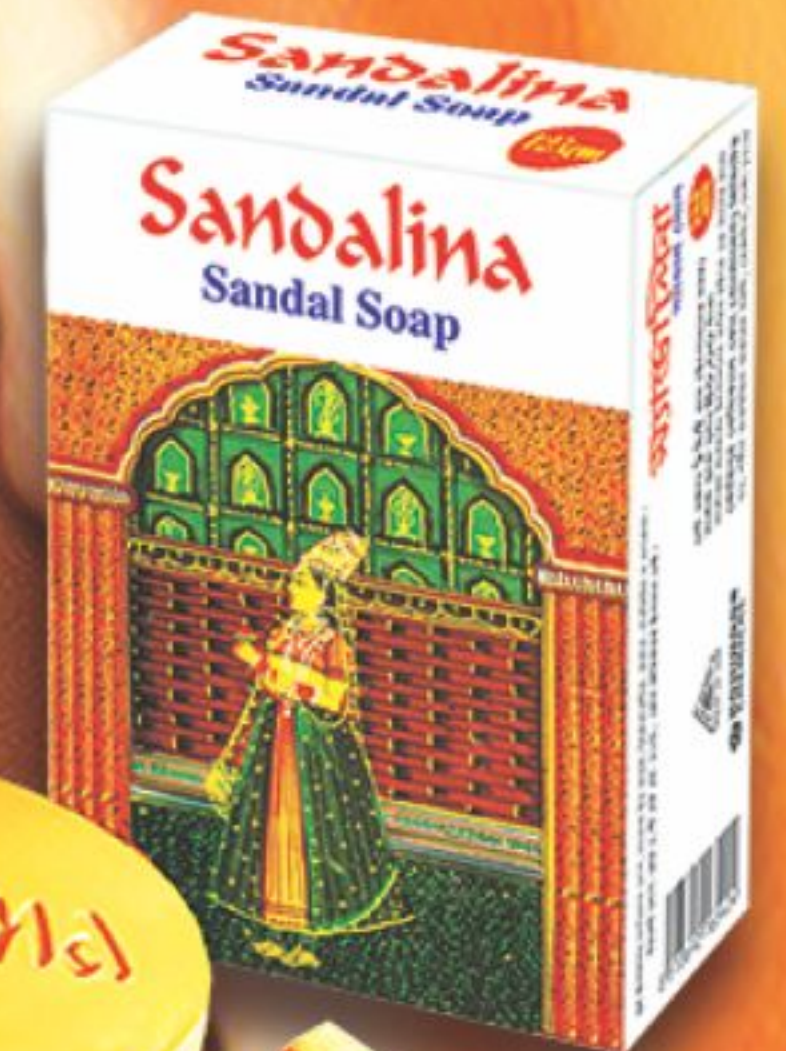
Throughout the event, guests enjoyed fashion shows, live music, raffle draw, etc. During the festival, The Westin Dhaka also offered exclusive discounts for spot reservations on venue, menu and other wedding related services.

Camerich Bangladesh was the platinum sponsor of the event. The event was also powered by Standard Chartered Bank Bangladesh and Volvo Bangladesh. The Daily Star, RTV, The Pages, Dhaka FM 90.4 and Telepress were other valued partners of the event.



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