


**SPECIAL FEATURE**

# Living Blue in Paris

It is the fashion capital of the world. Home to many of the most prestigious labels, Paris is a city that does not go out of style. It is that perfect glass of cocktail which brings together art and vanity, fashion and ambition, and glamour and sophistication. So, if you want to establish your fashion brand as a premium label, you would want a ticket to Paris.

Living Blue, a premium brand from Bangladesh, has made it to 'the dream city'. This is an exciting time for them. From participating in Paris Fashion Week to getting selected in the most exclusive and prestigious, Maison d'Exceptions, it has been one busy and exhilarating year for Living Blue.

Ten years ago, when CARE Bangladesh (a humanitarian organisation) wanted to improve the livelihood of the poor people in the northern part of the country, found that indigenous, indigo plants were abundant, and that the villagers were skilled in making hand-stitched 'kantha' (quilt). The organisation added 'shibori', a Japanese tie-dyeing technique, to the skills set of the villagers.

Indigo production, quilting and shibori translated to financial prosperity for the villagers. They also translated to a high-end brand: Living Blue.

"We do not sell poverty, we sell skill," says Mishaal Aziz Ahmad of Living Blue. "We work with artisans. We are not concerned about volume. Rather, we focus on craftsmanship and producing works of the finest quality."