

AARONG'S

RAVISHING WEDDING COLLECTION

Bangladesh's iconic brand Aarong is one that we associate with delicate local craftsmanship, versatility, guaranteed quality and of course a social cause – empowerment of rural artisans in an effort towards poverty alleviation.

And given that it is now the wedding season, it seems the perfect time to focus on their latest product line – the Wedding Collection.

Aarong has almost always focused on 'deshi' materials for their designs, and this time too they have emphasised on Dhakai Jamdani, Muslin and local Katan saris to create what can be the perfect wedding trousseau.

The line will endorse saris in various bold colours, somewhat moving away from the conventional and ' clichéd ' – red. Peach, pink, blue, green and even beige can look regal on the wedding day and this is the exact concept the designers of

Aarong are trying to promote.

Jamdani saris, in the special compilation, will include outstanding embroidered and printed blouses, helping the bride to look her part on the special day. The collection is encouraged to be worn with frilled petticoats, reviving the sophisticated fashion sense of our past.

The bridal entourage will also not feel neglected as this collection includes saris suitable for the bridesmaids, the cousins, the sisters and even the parents. There are also attires suitable for specific events like Holud, Mehendi, Aiburo Bhaat, etc. For the groom there is also an extensive range that includes sherwanis, and a somewhat low-key, less glamorous offer for his close associates.

As the current trend is about matching wedding attires between the bride and the groom, it is possibly for the first time that Aarong has prepared similar



'matching' attires for the to-be-weds to choose from. Thus, the Aarong Wedding Collection gives one the perfect opportunity to add to the glamour quotient of the event.

For decades, Aarong has attempted to revive Bengali traditions. By introducing the 'deshi' wedding line, our age-old culture is being reintroduced, which will not only help add a touch of novelty to the wedding fashion scene but, in turn,

also help local craftsmanship flourish.

Another one of their agenda is to revolutionise the retail industry with high standards of quality and artistry, blending in the traditional with the contemporary, in ways that never cease to win the consumers both at home and abroad.

- LS Desk
Photo courtesy: Aarong

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