

FUSION

of the classical and the contemporary

An online store with more than 22,000 followers on Facebook, 6 Yards Story, is a flourishing store and a favourite of many fashionistas of today. The page started off in 2012 selling taant saris, brought directly from the famous 'taant ghor' in Sirajganj but later shifted to making trendy jewellery infused with traditional influence. It appeals to youngsters for its exclusive and chic designs.



The store - 6 Yards Story, offers an easy interface and is updated regularly featuring new designs and products. Most of the merchandise are linked with complementary pictures, and any queries are answered within a very short period of time. Orders are delivered within just 72 hours! Cash on delivery is the preferred payment option and customer satisfaction is guaranteed and products are altered if necessary.

Following their shift from sari to jewellery, the main focus has been on making elegant, unique and fashionable products with a hint of olden Bangladeshi traditions in them. The products are mainly made of brass and silver, and feature 'meenakari' work. There are also pearl and gold-plated pieces, where gold and silver jewellery items are exclusively designed on a pre-order basis, exclusively for brides (or her entourage)!

The blend of classical and contemporary designs can be found in chokers, necklaces, earrings, nose-rings, bangles, tiaras and the newly introduced armbands. The brass and 'meenakari' jewellery can be found in the range of Tk 400 to Tk 4000. Silver jewellery is offered at Tk 5000 to Tk 15,000.

The items are designed with a lot of care, with special focus on traditional trends but with elements of modern fashion. Most of the items are oversized;

oversized rings and nose rings are a customer favourite and the stones used are not regular ones which add further uniqueness to the finished product. The statement necklaces are made in bold designs which reflect the personality of the individuals wearing them. The tiaras and armbands are also made with designs that are bound to make heads turn. Another specialty of 6 Yards Story's jewellery is the rustic effect, which brings to mind Bengal's artistic heritage.

They also take special orders for bridal jewellery. These pieces are made with maximum care and the designs can be given by the bride as well as with the assistance of the designer herself. The specialty of her bridal jewellery is that it is bespoke - made to order for that one bride!

As wedding season is knocking on the door, be sure to check their official Facebook Fan Page to look out for their updates and new wedding collection. Be it for the bride or the bridesmaid, apart from traditionally gold and diamond collection, you are bound to find jewellery that will catch your eye.

To order customised jewellery for the bride, you can also contact them at facebook.com/6ystory/
By Mahee Azreen
Photo: Sazzad Ibne Sayed
Model: Oshin
Jewellery: 6 Yards Story
Make-up: Farzana Shakil's Makeover Salon
Wardrobe: Oshin's Personal

