

CHECK IT OUT

# Le Méridien Dhaka launches Chefs of the World at Latest Recipe



CHEFS OF THE WORLD

Le Méridien Dhaka brings a wonderful opportunity for their valued guests at Latest Recipe every Wednesday, starting from 30 November.

Guests can enjoy an interactive dining experience with Le Méridien Dhaka's talented and diverse 'Chefs of the World'. During dinning, guests can enjoy cooking alongside of Le Méridien Dhaka chefs from around the world at Latest Recipe live kitchen.

'Chefs of the World' interactive dinning starts from 6.30pm and runs till 11.30pm, every Wednesday. Guests can avail this offer at Tk 3600++ per person.

Special discounts and buy one get one free offers are available with various bank and telecommunication partners.

For more information, please call 017666673443



**Woman's World**  
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# Burger King now in town

The tale of Burger King dates back to 1954 when they embarked on a journey in the United States of America. In the last 62 years, the second largest burger chain has introduced 15,000 outlets in more than 100 countries and has now opened their first outlet in Dhaka.

The eatery was inaugurated by the honourable ambassador of the Embassy of United States, Her Excellency Marcia Stephens Bloom Bernicat.

"I want to thank Tiffin Box Limited for being smart enough and wise enough to have faith in the Bangladesh market. This will create jobs and improve lives of hundreds of people and I'm really proud that we could bring this little bit of America to share with you all in Bangladesh," said Bernicat.

Tiffin Box Limited, a Bangla Trac group

company signed a long term development agreement to launch and expand the Burger King brand in Bangladesh. The company eventually plans to roll out an aggressive expansion program all over the country.

Tarique E Haque, managing director, Tiffin Box Limited informed that a significant amount of financial resource and effort will be put into this expansion. "Bringing Burger King Restaurants to Bangladesh is a strategic move by the Bangla Trac group to enter the Quick Service Restaurants (QSR) sector" believed Haque.

"We are optimistic about the growth of the brand and we plan to become a leader in the fast growing QSR sector in Bangladesh."

Burger King is not just another restaurant

in town; it emanates faith in the economy and understands that whilst a restaurant may not change the entire the economy right away, it would definitely alter the impression of our country.

The flame-grilled 'whopper' sandwich, a signature Burger King product will be the key menu attraction for local patrons. Burger King has already opened the doors to all their customers at 3pm on 9 December and is eagerly waiting with an excited and efficient team, a scrumptious menu for all the burger lovers in town.

By Mayesha Raidah

Contact: House #104, Block #C, Road #11, Banani. Business hours: 11 a.m. – 11 p.m. Visit their Facebook page: <https://www.facebook.com/BurgerKingBangladesh>

## Atappor's Victory Day ensemble

To celebrate the month of victory, fashion house Atappor has brought out a range of saris, salwar kameez sets, fatuas, panjabis, shawls, etc. Most of this new collection was made with cotton and green and red are the dominant colours used. They have used block print, embroidery, screen print, etc. to bring their designs to the attires. This new collection will be available throughout the month of December.

The store is located in Aziz Super Market. For more information, please call 01712786111.

## Jovago Bangladesh celebrates one year in operation

Jovago, Bangladesh's number one hotel booking site, started its operation in November 2015. Offering the best price for hotels, Jovago provides the easiest and cheapest way for customers to book it. Diminishing advanced hotel booking hassles, pre-booking hotels is now only a click away. It provides every traveler with a personal trip advisor with detailed hotel description and appropriate images of the hotels on the site. Initially, Jovago was founded in 2013 at Lagos. Active in more than 40 countries, the site hosts over 200,000 hotels online. With time, this development spread across Asia from Africa, and finally on November 30, it set its sights on Bangladesh.

Jovago concentrates deeply in the development of local businesses and encourages an economic boom in our poll.

Since November 2015, Jovago has carried its successful first year of operations and is growing in popularity within Bangladesh. Jovago's first year's anniversary achievement is marked by its having partnered with over 500 hotels in Bangladesh.

# Embracing Khadi - The Future Fabric Show

The 9th December was a magnificent night for all those in the fashion industry as Fashion Design Council of Bangladesh (FDCB) celebrated the revival of Khadi, in the festival's second year at the Grand Ball Room of Radisson Blu Water Garden Hotel. Asaduzzaman Noor, the Honourable Minister for Cultural Affairs, inaugurated the show as the chief guest, and said he was extremely pleased to open this spectacular show in the month of victory. Khadi is strongly interlaced with our heritage and culture, and to be able to showcase our sense of freedom through Khadi is a great opportunity to demonstrate patriotism.

The American Ambassador to Bangladesh Marcia Stephens Bloom Bernicat, Chairman of Bengal Group Abul Khair, and Managing Director of Mohamadi Group Rubana Huq were special guests to the occasion. The inauguration ceremony was followed by an interesting fashion show, presenting the work of a diverse group of innovative designers, from around the country and the world. They showcased work based on theme of heritage sites.

Maheen Khan, the founder President of Fashion Design Council of Bangladesh, has always shown strong faith in the hand-woven textile of Bangladesh. The show began with the dazzling designs by Maheen Khan, inspired from the drawings of Puthia Raj Bari and its ornate terracotta temples. Her designs were uniquely beautiful and focused mainly on prints and hand appliqués that are both chic and elegant. Most of her collection highlighted the use of layers of clothing to create a revolutionary outfit using complex construction of weaves. "Wearing Khadi is not just about being fashionable and trendy; it is about having a conscience and living that belief," Maheen Khan feels.

Chandana Dewan is yet another talented designer to grace this fashion show. She is widely known for her phrase, "My khadi, my country, my pride." Her collection included both western and traditional stuff, including tops, dresses, kurtis, panjabis etc. The assortment of her designs highlighted patchwork, focusing mainly on haat pakha motif (folk hand fan). The theme of Panam

Nagar was brilliantly carried out in her collection that left the spectators in awe.

Shifting our focus into international designers, Gaurav Gupta from India showcased one of the stunning designs of the night. His design had a wide burst of colours and shine over khadi. Black and white pattern followed by silver jackets were definitely one of his most eye-catching creation. His collection travelled around the wide spectrum of colour keeping it chic, gleaming and classy. Sonali Dharmawardena from Srilanka printed her khadi skirts with batik. She used her expertise of natural dyes to create batik designs on colourful skirts, bringing new dimension to the clothes.

Other renowned designers who graced the runway with their efforts were Anuj Sharma, Biplob Saha, Humaira Khan, Tenzing Chakma, Maria Mumu and many more. It was a spectacular fashion show that showcased Khadi in the most elegant way possible and was highly applauded by all.

By Mayesha Raidah