



PREALI COLLECTION

THE SERENE FASHION STORE IN THE CAPITAL

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If the fresh blossom of spring, flower buds and green are your things, regardless of the moods of nature outside, then Preali Collection certainly has outfits for you. Upon entering the building, you would be greeted with soft, traditional music and surrounding, scenic foliage. The sari racks are piled with bespoke hand-painted saris, with distinctive themes like the urban city scenery, fresh flowers and life in aquaria.

Exclusive handcrafted jackets with intricate works of zardozi are available on a different rack. "These jackets can be stylishly paired with both Western wear and traditional outfits," said Nighat Ara Imam, the owner and creative designer of Preali Collection.

"I am especially keen on working with 'deshi' materials like Muslin, Tangail and Belkuchi cotton, making way for an ethnic feel," she said. A little more time in the store and you would notice traditional trinkets, evening bags,

vibrant cushion covers and kurtis in many different styles. "Kurtis are certainly trending nowadays, but to cater to a varied line of customers, I have also developed single piece, unique trousers, in the form of 'dhotis', 'shararas', palazzos, Capris, etc. that can be stylishly combined with other clothes," Nighat added.

When you think you have seen it all, Preali will surprise you with more, such as the men's collection of panjabis, each selectively designed by Nighat herself. A little more of meandering and we were introduced to Nighat's prized collection of frilled saris, designs highlighting laces, representing the sophistication of the by-gone eras and the fusion look.

"Yes, the yesteryears were certainly stylish; I try to blend in the fashion of today with that of yesterday, to make a wonderful creation worth-the-while for my clients," she said.

Nighat also made it a point to add, "I have particularly

selected this spot in Gulshan to open my store, only because of the green surrounding. I believe my customers will get a serene feel when they visit my store."

Regular wear saris in silk, cotton, chiffon and georgette, with traditional motifs and flowers are also available at the store. "I love flowers and incorporate those in my designs regularly. I have an entire collection dedicated to spring, in my collection," declared Nighat Ara Imam.

By Mehrin Mubdi Chowdhury

Photo: Sazzad Ibne Sayed

Models: Risila, Tabinda, Joly

Wardrobe: Preali Collections

Makeup: Farzana Shakil's Makeover Salon

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