

Sunsilk - Noksha presents Wedding Festival 2017

For the third year in a row, Sunsilk and Noksha have partnered together to organise a Wedding Festival. The event took place at Bangabandhu International Convention Centre between 21 and 22 January, 2017.

The festival was a one stop shop for all wedding needs. All of the major brands and organisations had a major presence there and it was the place to be to have a sneak peak at the coming year's trends in wedding fashion and style. Stalls abounded with beautifully designed and colourful dresses, jewellery and other fantastic products.

The evening was highlighted by a cultural program, hosted by Nabila and Nisho and it was attended by a glitterati of models, actors and singers. The models walked the ramp showcasing the latest in 'desi styles' –



Jamdani, Benarasi, Taant saris, etc. Nipun, Meem and Nusrat Faria sashayed down the ramp looking like beautiful brides in their finery. Nusrat Faria was clad in a yellow cotton sari from Tangail Saree Kutir. Nipun wore a light green Benarasi sari and Meem wore a red Jamdani sari. Arefin Shuvo looked amazing as he rocked the look of a groom in a gorgeous sherwani. To add to the excitement, Shumon Patowari blessed the floor with his presence. The makeup for all models was done by

Persona. The models wore traditional outfits with Jamdani saris in colours of white, peach, etc. Unlike when wearing heavy Benarasi saris, the models looked stunning wearing lighter colours. The saris were subtly and gracefully embroidered and it was an amazing experience to see the master work of the 'desi' weavers being showcased in such an event. There were amazing performances by real life couples, Moushumi and Omor Sani; Peya

Jannatul and Faruk Hasan; and the evergreen Syed Hasan Imam and Laila Hasan.

Lipi Khandakar, who is a well-known designer, gave a speech on stage. Along with her, speeches were also given by the managing director of Unilever as well as a few other actors. Renowned make-up artists Farzana Shakil, Kaniz Almas and Farzana Munni walked on the ramp with models who bore their signature bridal look. The audience greatly appreciated this and it was amazing to see how subtle differences distinguish the style and skill of each individual makeup artist.

To make the show more interesting, a competition called 'Amar Chobi e Shera' was organised. Among the 20 final photos, 3 won the grand prize. The first prize being a trip to Thailand, the second prize a trip to Nepal and lastly the third prize was a wonderful trip to Cox's Bazaar. The judges of the competition were Lipi Khandakar, Prito Reza and Tanjima Sharmin.

The program ended with a very similar wedding feast. The event wrapped up to a great success and made it very clear that the bridal market in Bangladesh has reached a whole new peak. There has never been as much choice and quality in products as there is in the market now.

By Mormee Mahtab
Photo courtesy: Noksha



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