

Fashion through the eras

MEHRIN MUBDI CHOWDHURY

The 40s witnessed worldwide war, despair and asceticism. By the time the United States emerged out of depression, the rest of the world including Europe and Asia, were already submerged knee-deep into terrible combat.

Then came 1947 and Bengal was divided into two – East Bengal (later changed to East Pakistan) and West Bengal. Even through the separation, nothing could stop 'the craze that is fashion', as it seeped through, into every household within the region. The 1970s saw the rise of Bangladesh, a country

world. Finger waves and pin rolls in hairdos were quite popular. Fur was haute couture and upscale women from Thakur baris or Nawab lineage donned the modern fusion look.

Then came the fervour of liberation and nationalistic sentiments skyrocketed; leaders like the Mahatma

depict that after the Independence from British colonialism, women were encouraged to work and the traditional Bengali style of draping the sari became cumbersome.

The modern style of draping, with several pleats in the navel and the anchal on the left was considered more appropriate and elegant.

Such a drastic fashion change did not happen overnight and much of it is said to have influenced Gyanoda, wife of Satyendranath Tagore, the elder brother of Rabindranath Tagore. She even opened a school in Calcutta to teach the new way (Parsi influenced) of sari draping style to the Bengali women.

Discussion on fashion will never be complete without mentioning jewellery. Bengali women and their love for gold jewellery dates back to time immemorial; early 40s were perhaps the closing moment in time for the extravagance in jewellery adornment.

1950s – Uprisings, inherited memories and liberation stories The 1950s was an era that saw many external conflicts. Bangladesh was still apart of East Pakistan, but brimming with its unique culture, fashion sense and heritage.

Model: Tithi, Sondha, Shrabosti, Masiyat
Wardrobe: Chondon
Makeup: Farzana Shakil's
Makeover Salon



The partition of British India in 1947 gave way to modern states of India and Pakistan – an era of turmoil whereby fashion was considered, ostentatious. Hence, slightly deterred but not detached styling took to its own trail.

new in its form, but quite rich in culture and heritage; rest of the story unfolds as we continue.

1940s – The era of partition and poetry In the early 40s, fashion in the British Raj was largely motivated by the western

encouraged hand spun khadi for all its citizens to self-sustain the nation. The cotton material became 'the trend'.

Both men and women wore khadi – making it a unique garment for the South Asian subcontinent. Textile histo-



LIVE LIFE
TO THE FULLEST
ANYWHERE
ANYTIME

Whether indoors or outdoors, convenience is redefined with Ispahani Mirzapore tea bags SMART PACK. Now available in an affordable pack of 25 tea bags. Enjoy life to the fullest.

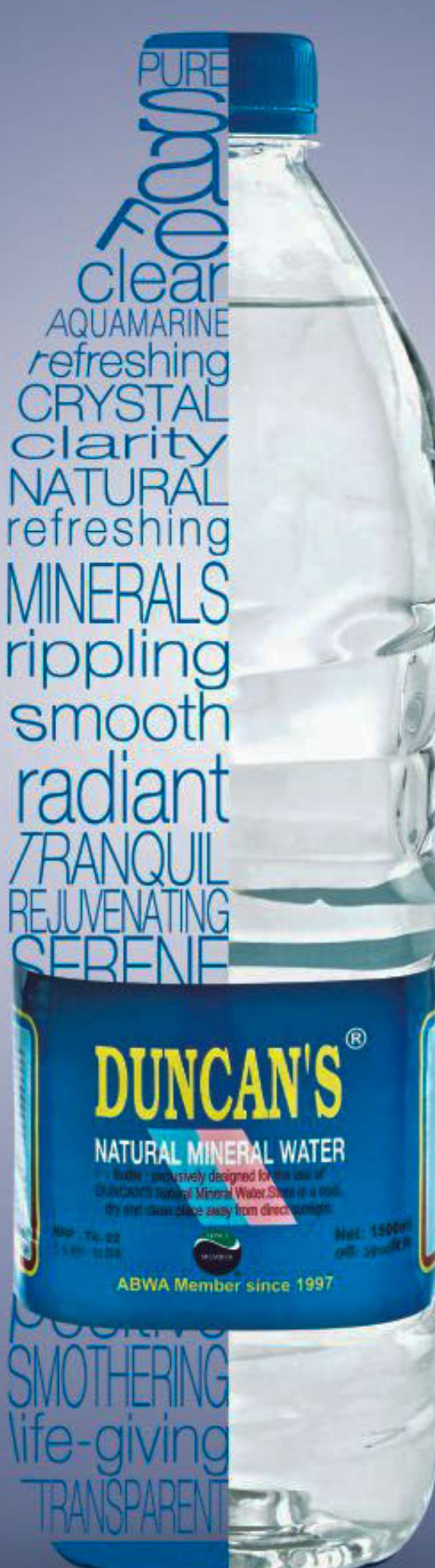


TEA MEANS
ISPANAH
MIRZAPORE

ISPANAH CARELINE
09 678 77 11 00

www.ispanahbd.com /IspahaniTea

DUNCAN'S
Not just
The Sparkle of Life
but an Array of Virtues



DUNCAN BROTHERS (BANGLADESH) LIMITED
Camellia House, 22 Kazi Nazrul Islam Avenue, Dhaka 1000
www.duncanbd.com

a camellia plc group company