

THE BALLAD OF BAISHAKH

A new year promises a new beginning; as last year's ledgers are closed and the fragrance from crisp pages of the new halkhatas overpower the senses, there is an underlying hope in what is about to come. Bowls of steaming traditional dishes satiate appetites while beaus and belles embrace this celebration of colours.

Riverbanks play host to their yearly visitors and the flowing breeze itself is charged with an electrifying new vigour.

This is Pahela Baishakh, the harbinger of new openings, the patron of new promises and the spirit that ties all those dwelling in the golden land of Bengal.

This year we celebrate colours the best way they can be celebrated by bringing you this 24 page Baishakh special resplendent in splashes of the most vibrant colours. As the food and fashion evoke both energy and a positive languorous feeling, sit back and pore through our Baishakh portfolio and see what colours will imprint themselves in the year to follow!



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