

# Celebrating 44 years of Nipun Crafts Ltd

Nipun Crafts continues to be one of the pioneering fashion houses in our country. It was March 1973 -- Bangladesh had only started to experience a new era of freedom and liberty-- when Ashrafur Rahman Faruq, Managing Director of Nipun Crafts Ltd. became among the first to introduce the concept of a fashion house.

It has been 44 years since then and to celebrate this spell Nipun Crafts Ltd. organised an exclusive fashion show and kurta exhibition on Wednesday, March 29, 2017 at Deshi Dosh, Bashundhara City Shopping Mall.

The proceedings of the evening began with a small speech from the managing director who reminisced the earlier days of Nipun Crafts.

"Khadi was the first fabric that Nipun worked on," he said. "I was only a student at that time with limited savings but with a deep passion towards the fashion industry. However, with support from various khadi producers around the country, I opened the first retail store of Nipun in Malibagh, opposite to Ayesha Shopping Complex, which unfortunately no longer exists," he added.

There has been a range of disappointments in the journey but throughout the entire time, he had his wife Hasmat Ara Flora, director and one of the founders of Nipun Crafts, right beside him.



The speech was followed by a few words by Nasiruddin Yousuf, freedom fighter, winner of Ekushey Padak and a renowned face in the media and entertainment industry.

Bengali dictionaries tell us that 'gamcha' can only be used to wipe our body. Nipun wanted to defy that notion by

creating a kurta collection for women using 'gamcha'. The major colours that gamchas exist in are red, orange and white. However, this collection is not limited to these few colours.

One would be amazed to see a diverse collection of bright coloured kurtis in green, blue, yellow and even combinations of blue and white, green and black, maroon and white inspired by the Rakhain community in Patuakhali.

Nipun has always emphasised on portraying creativity using local fabrics and it is no different this time. The event was followed by a small fashion show that displayed the 12 lines of kurta with gamcha check and patchwork print as a wardrobe created especially for the 44-year anniversary. The Nipun design team has outdone itself, ensuring everything has been made utterly trendy with gamcha as their base material to also create coaties, jewellery boxes, bags, cushion covers, lamp shades, and place mats along with their signature creation kurtis.

Hit the nearest Nipun store and do not miss the chance to have one of these gorgeous kurtis in your own wardrobe.

By Mayesha Raidah

## CHECK IT OUT

## Baishakh offers at Persona

Beauty salon Persona has a wide array of offers for its guest this month. First of all, customers can avail a discount of 12 percent of the whole month of April on hair rebonding and hair colouring. And on Pahela Baishakh, there will be a special package (Tk 1700) comprising of makeup, hair setting, and sari draping.

On the Bengali New Year, Persona's outlets in Dhanmondi, Mirpur, and Uttara are going to be open from 5AM. Outlets in Badda, Wari, and Chittagong will open their shutters on 6AM. Outlets in Gulshan-1, Gulshan-2, Banani, and Sylhet will operate from 8AM.



## Singer's Baishakhi offer

Singer has introduced a special campaign -- Singer Hoi Choi Baishakhi Offer -- from April 1, 2017.

Under this campaign, Singer is offering 32" LED TV only at Tk 19,990, saving Tk 1,500. Singer is offering refrigerators equipped with R600a gas that saves 50 percent electricity bill; they are also offering free voltage stabiliser with 'No-Frost' refrigerator. Besides, AC is available at just Tk 10,000 down payment. After a successful campaign, Singer is again challenging the customers for a 7-day trial of Singer Washing Machines with full money back guarantee if they don't like the product. In addition, 15 percent discount is available in Singer furniture.

There are other lucrative offers also available in microwave ovens, kitchen appliances, air coolers, fans etc. Customers can enjoy 0 percent interest up to 6 months as well as 15 months' easy installment facility. In addition, 0 percent interest up to 12 months can be availed through credit cards of many banks.

The offer will continue till April 30, 2017. For details, contact Singer's helpline, 16482; visit Singer's e-commerce website, [www.singerbd.com](http://www.singerbd.com), or Singer's Facebook page [www.facebook.com/Singer.Bangladesh](http://www.facebook.com/Singer.Bangladesh)

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