

KONAD - The World of Nail Art and Much More

Despite the endless pile of workload that you may have throughout the day, we all need that one bit of relief, an activity to de-stress. And an undoubtedly great way to do so, especially for the creatively inclined, is 'nail art'. This fashionable and easy way of beautification has evolved over time and today, it is simpler than ever with a bunch of tools and kits available just a click away, on various online and cosmetics shops. However, like any true artist, an ardent nail art enthusiast will also search for that one-stop shop where you can find it all.



Fortunately enough, one fine day as I was window shopping through the lanes of the ground floor of Bashundhara city, I spotted this brightly decorated shop named 'F Trends', which can be slightly tricky to find on the first go but is definitely worth the hunt; it's a paradise for every nail art enthusiast out there.

By some stroke of luck, the owner Md Faruq was present that day and thus I had the brilliant opportunity of speaking with him.

"When I quit my long term job in Korea, I wanted to do something out of the box," began Faruq. "Konad is incredibly popular abroad and seeing that this was an untapped industry with a potential to reach unfathomable heights, I established my business as one of the global distributors of this internationally famed brand back in 2005," he added reminiscing his early days.

In his shop there is an immense variety of nail art/care products from mainly the Korean brand Konad. Everything offered on the official Konad website can be found here and all products are directly imported from Korea. Moreover, customers also have the liberty to choose their

desired items off the website and order them at the shop.

'Now-Trending' Nail Polishes

A large variety of nail polishes are available at the store with reliable testers and

gives a 'crackled' or shattered effect on your nails. There are 10 shades available at the shop and they cost Tk 475 each.

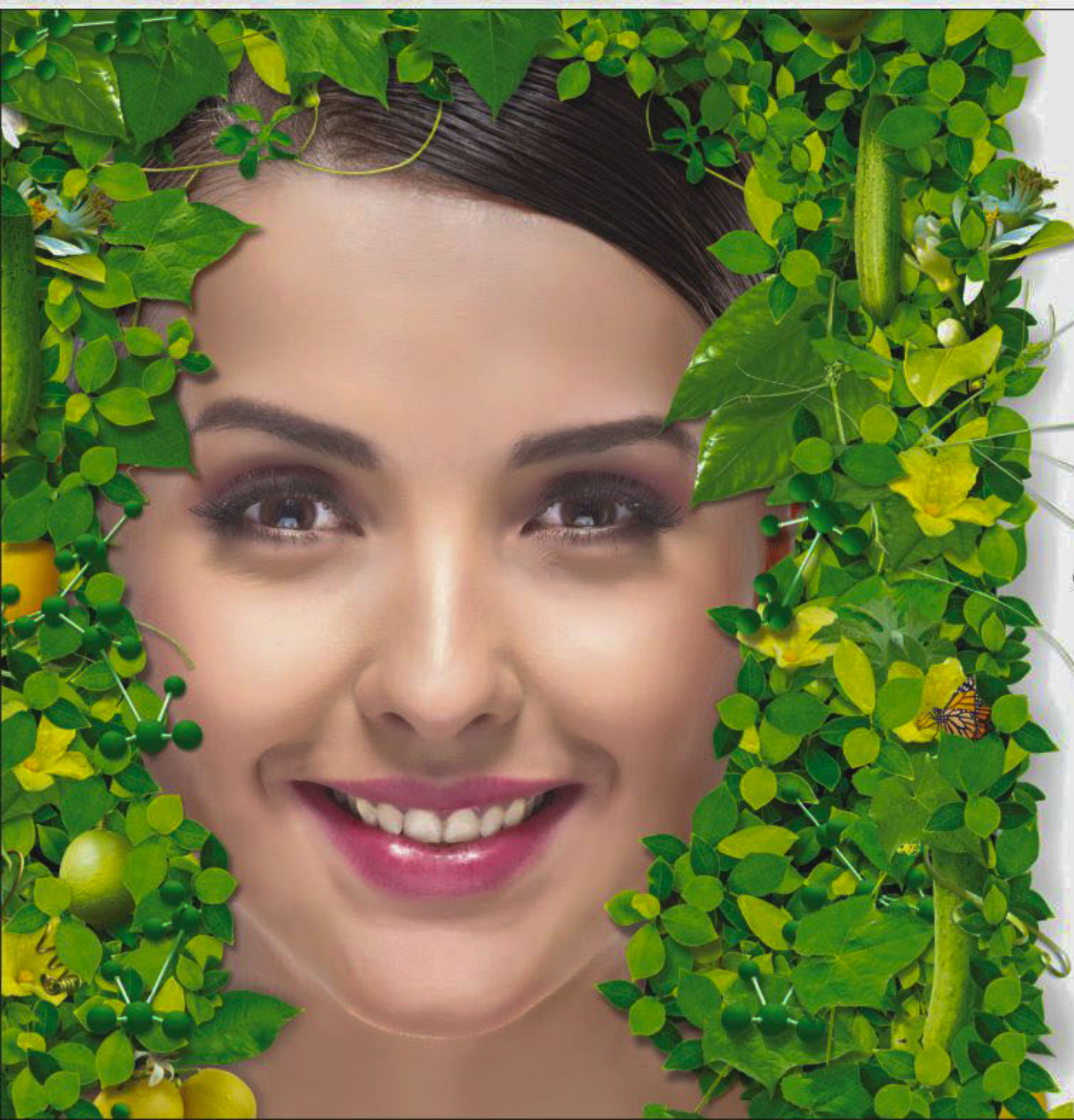
Magnetic - Putting this on is quite interesting. Apply a coat of the magnetic



nail wheels which you can place on your nails to choose the right colour for your nails. The following are some of the Konad polishes which are always trending:

Crackle - It's a simple base polish that

polish and when it's dry, pull a magnet across the painted area; it gives an amazing swirly/ripple pattern to your nails. 7 shades of magnetic polish are available and cost the same as Crackle.



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