



The silver jewellery collections, mostly in multiple layers, were quite impressive and worth pairing with any kind of 'desi' wear.

The very next queue was the ever gorgeous, ever sophisticated and one of the most admired product line by the reputable fashion house – 'gold jewellery'. Every single piece in the fashion queue could be considered testimonial. With exclusive 'katoi' work and implanted semi precious stones, this year's magnificent line-up was filled with gorgeous combinations of gold and semi precious stones.

Aarong has been forthright in introducing the new technique in the fashion show. When it seemed like guests at the show had already witnessed the very best in jewellery collection, Aarong surprised all with the jaw dropping 'pearl collection'.

With this collection the fashion house pretty much made sure that all preset ideas regarding pearls and its link to simplicity were completely shattered.

Pearl body pieces were introduced. Contemporary fashion statement pieces like pearl strings attached to earrings, the half necklace, Victorian inspired designs combined with semi-precious stones and the intricate choker were also launched at the fashion show.

The pearls glittered in show-light

nationalism. The motifs for each of the exclusive designs in this line were rickshaw art influenced and reflected a story that every Bangladeshi women could connect themselves to.

The exclusive line was separated by a colour theme highlighting a stunning blend of blue, grey and green in the first assembly and a gorgeous combination of black, rust, red and maroon in

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the second. There were a good range of saris, long kameez sets, jackets, kurtis —all resembling the heritage of Bengal, the beauty and exclusive styling sense of its womenfolk.

With the fashion show, 2017 Aarong managed to prove again that it never fails to surprise its clients. Next, on the ramp was the queue dedicated to

line-up, the queue was as modern, chic and trendy as it could ever get.

Perfectly meant for the average working women and college going teenagers, Taaga rocked the stage with a burst of colours and a fascinating resonance of tassels. The cape, short kurtis and coatees were fantastic, contemporary and can be easily paired with jeans, leggings, capri pants and even skirts. Aarong's designers provided expert suggestion for the show but the 'funky' Taaga tops were definitely meant for a personal touch.

Finally came the much awaited 'Eid Fashion' queue in a sophisticated Mughal theme. Motifs used were Mughal painting, architecture, tile-work and ceramic work all in floor length gorgeous designs of kameezes and exclusive men's sherwanis.

The saris in the exclusive queue were all high-end material like pure chiffon, silk and muslin. The dedicated three separate queues for the Eid Collection were all superbly exclusive and worth the wait. The colours highlighted were white, red, maroon, black, champagne, purple, blue, turquoise and different shades of green.

As a concluding note, it must be admitted that the entire event was a major success with freshness and uniqueness galore. The A grade models from both Bangladesh and neighbouring countries were exclusive and con-



and looked ever mesmerising on the sophisticated Jamdanis donned by the models.

Aarong did not make the guests wait for the highlight of the show. The introduction of the latest limited edition, sub-brand — 'Her Story'. The grandness of the designs of the hottest fashion line equally matched its pre-established hype. Each piece was unique and regal in every context, meant for niche purchase; the line raised the meaning of grandiose to a brand new level.

Even though the collection was super exclusive, every single piece had a look and feel attached to it that was indigenous, disclosing deep-rooted

fashion jewellery largely made up of brass and clay materials.

Models dressed in all black attire seemed perfectly dressed to draw attention to the super trendy jewellery. Most of the clay fashion jewellery pieces incorporated complex and detailed Radha- Krishna motifs usually applied on local tapestry work. The brass jewellery designs carried a lot of statement pieces with Mughal inspirations – body pieces, harem jewellery, dangler earrings, intricate slave bracelets and much more.

After much seriousness, 'Taaga' – the 'fun' and 'frolic' fashion line of the renowned brand, entered stage. Disclosing a free-spirited, bohemian

noisseurs in carrying off each look with elegance.

Choreography was superbly done by Azra Mahmood. All the designers from Aarong proved their worth again with each of the freshly introduced look. Music by Chirkut, and Bappa Mazumder, were equally mesmerising, melodious and contemporary; blending well with the grand occasion.

For all its worth, the following lines can be finally said – "Thank you Aarong for the 2017 fashion gala evening and setting standards in the fashion arena one step higher. We are already looking forward to the next big show in 2018."

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Photo: Shahrear Kabir Heemel

