

Unfolding a stunning story

Kantha stitch is an enduring, abiding and time-tested technique. Imagine this impressive stitch in bold hues like peacock blue, olive green, bright yellow and maroon red. Hold on a second! There's more. Now, visualise identical colours in contemporary zigzag patterns weaved on the traditional sari and paired with gorgeous silver jewellery with imprints of intricate minakari work.

What do you have as a result? An amazing style that is second to none; this very design is a part of Aarong's high-end, niche, sub-brand — 'HERSTORY', meant for the modern woman who has a heightened sense of style and religiously believes in elegance and refinement.

'HERSTORY' was created to pay tribute to the craftsmanship of Bangladesh and favour those who really value a sophisticated sense of styling, says the designer of the coveted brand.

Rickshaw art is a popular home-grown art form that Bangladeshis can unilaterally take pride in. If this very art form could be

tastefully introduced into the world of fashion and fabrics; the accolade only increases by ten folds – at least, that is the legitimate expectation!

And 'HERSTORY' proves the saying to be true; with numerous designs, inspired by the age-old technique, the unique fashion line showed

the world that kantha stitch when elegantly paired with rickshaw art results in a finished-product that is worth plenty of accolades and admirations.

Summer 2017, witnesses 'HERSTORY' highlighting sophisticated hues like navy blue, powder blue, fiery shades of red, vibrant purples and colours that make any woman look her best and stand out amongst the crowd.

The bold designs like the embroidery work of a wild and vibrant peacock onto the contemporary cut kameez, only makes the wearer look surreal, larger-than-life.

"We wanted the patrons of the brand to look different from anyone in a crowd. This line is specifically meant for those who enjoy being the centre of attention," the adept designer enlightens us.

She adds on to say, "HERSTORY is couture wear and will not be available in multiple copies; those who buy one piece, will do it because they can identify themselves

with the particular style, cut, motifs or stitch. They can find their own stories transcribed into fashion with this particular fashion line," remarks the ingenious fashion crafter of the upscale brand.

Aarong has always been a strong promoter of indigenous efforts and with 'HERSTORY' they have escalated their support to a brand new level. Each style is heavily influenced with rigorous detailing work emphasising on local craftsmanship and up-scale styling by 'deshi' designers.

This line is particularly meant for the fashion connoisseurs of Bangladesh, who prefer to wear high-end, native couture wear, highlighting the mastery of local craftsmanship. It is meant for those who love uniqueness, favour craftsmanship and feel privileged to give due share of respectability to the deserving.

By Mehrin Mubdi Chowdhury
Photo courtesy: Aarong



Eid Collection '17

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