

SHOP TALK

Calming down in SUMMER

Summer means comfort. It is the time of the year to stock the wardrobe with soft colours like pastels, corals and whites. Designers re-stock their lines with new styles, fresh cuts and colours that respect the weather and duly complement it.

We are not saying that it is a faux pas to wear vibrant colours during the hottest season of the year! It is just a matter of perspective. The beach is where most of the fun is during summer. So, we can put on all the colours we love at that place.

However, if it is a close friend's garden or wedding party, it is preferred that we opt for subtle, everyday colours.

"It will be soothing to everyone's eyes and appropriate too, based on the weather," staying loyal to these thoughts is one of the most coveted designers of Bangladesh – Humaira Khan.

"Summer in Bangladesh is always hot and humid

element is added to each piece like colourful tassels and glass embellishments.

"I have emphasised on loose-fit cuts in all my designs, re-stressing the comfort factor. Personally, I'd never wear fitted clothing during this season and naturally I do not want my clients to suffer either. So, all my designs are super comfortable as they are easy on the eye," opines Khan.

Patrons of Khan's creative work know that 'Anokhi' means unique; it means something way different from convention. It refers to statement pieces that are breath-taking.

"Paradoxically, this year I have stuck to traditions to be different from others!" reveals the designer.

"Every year you see Anokhi creating styles that are later copied by everyone else. Anokhi was the pioneer in popularising the angled-cut kurtis and now they are seen everywhere! Anokhi was the pioneer in



and I keep this important point in mind when I create new designs for the season," she says.

A brief look into her summer collection would demonstrate her emphasis on comfort, colours, cuts and fabric. The noted designer revealed that summer is the very season that she believes nature is at its best form. Hence, she wanted her latest collection to be dedicated to the spirit of the natural world.

"There is something very soothing, extremely calming in nature-based colours like soft greens, coral blues, etc. I always feel tranquil and peaceful contemplating them in my mind and I wanted everyone to feel the same way and that has been my sole inspiration behind the creation of the new line," Khan says.

The entire collection at Anokhi by Humaira Khan for summer 2017 is cotton based, with emphasis on different shades of whites, blues and greens. A fun

introducing capes and jackets over saris here and it has almost become a norm now.

"So when everyone else is following the trend, Anokhi wants to stay different by going back to its roots by concentrating on pure traditions like long kameezes, embroidered yokes, time-honoured motifs and everything that makes us proud to be local," she added.

Well, now you know that if you are the type to always swim against the tide; staying distinctive and unique, Anokhi by Humaira Khan has all the solutions for you this summer -- encouraging you to go back to your indigenous roots and explore.

By Mehrin Mubdi Chowdhury

Photo: Sazzad Ibne Sayed

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Wardrobe: Anokhi by Humaira Khan

Make-up: Noyon Ahmad