

CHECK IT OUT

Pride Signature line debuts in selected stores



Pride Ltd. is all set to launch their latest collection for Eid 2017. Featuring stylish digitally printed kameez sets, the line features vivid colours with contrasts of printed flowers, birds, and geometric patterns.

The new collection is a testament to the long legacy of Pride products, both in terms of quality and style. "Pride maintains fabric quality and colour fastness, and will always do its best to deliver to their customers," said Sumbal Momen of Pride.

She continued, "The prints also speak for themselves; they are gorgeous, loud and vibrant, but it is up to the wearer and how she wants to accessorise the kameez sets. Anything goes!"

The digital prints are being manufactured completely locally. This stands as a contrast to the widely available knock-off Pakistani brands. To raise awareness and provide people with a viable fashion alternative that promotes nationalism #MadeinBangladeshwithPride was born.

Pride Ltd. announces their promising tagline to bring back the pride that is Bangladeshi materials, which is the very foundation of every item in the Pride Signature line.

Sumbal Momen also credits the design teams at Pride which relentlessly work to bring an edge to every design that hits the Pride stores across the country. So if you are looking for something different to wear, a kameez that will help you stand out, look no further — just visit the nearest Pride outlet and be dazzled.

Pride Signature line of digitally printed kameez sets will be available at the following Pride Limited stores from 10 June, 2017 - Dhaka: Pride Limited Jamuna Future Park; Pride Limited New Bailey Road; Pride Limited Banani 11; Pride Limited Dhanmondi; Pride Limited Mirpur 10.

Chittagong: Pride Limited Afmi Plaza; Pride Limited Nasirabad

Follow Pride on Facebook: [facebook.com/PrideLimitedBangladesh](https://www.facebook.com/PrideLimitedBangladesh); and Instagram: @pridelimitedpr

By Sanumkia Siddiqui

Crimson Cup Coffee in Uttara

The third and by far the largest outlet in Bangladesh, of the famous coffee brand Crimson Cup Coffee of Ohio, has recently been launched at Uttara. At the beginning of 2015, the brand had inaugurated their first outlet, in Banani. Since then, it has gained tremendous success in both the Banani and Dhanmondi stores, and is now very thrilled to open and effectively run the Uttara eatery, from 25 May, 2017.

A special addition to the new store is the

'quiet room' - for customers to enjoy studying, reading, and having meetings. For all black coffee or Americano enthusiasts, Crimson Cup is also introducing various special brewing methods, like 'Brew Bar' and 'Nitro coffee'.

Crimson Cup Coffee is open from 11 am till midnight. This outlet also has a spacious parking lot. Address: Quantum Mostofa Tower (3rd floor), Gausul Azam Avenue, Sector # 13, Uttara.

Coca-Cola Sehri Nights, from Foodiez

Over the past few years, eating out for sehri on the weekends have become very popular. Foodiez has successfully created Sehri Nights, held on every third Thursday and Friday nights, where Dhaka's food lovers can get together and enjoy the best dishes from

restaurants, not only from across town but all over the country. They will also contribute to charitable organisations so that underprivileged children can also enjoy a better Eid this year. So don't forget to check out 'Coca-Cola Sehri Nights' from Foodiez this year.

Nipun Eid Collection

In just a few days, the country will be celebrating Eid-ul-Fitr. People are thronging to the local fashion houses to grab the latest designs. Nipun has been the pioneer among the local brands, having passed 44 years in this field. That is why Nipun is able to blend expertise with the latest trends in fashion. And this year is no exception. It has come up with a line of saris, shalwar kameez sets, panjabis, short and long kurtis, and children's wear - suited to the summer season and the festivity of Eid.

For their saris, fabrics such as cotton voile, Endy, half silk, etc have been used. There are some 'taant' saris as well. Moreover, a special focus has been given to Mirpur Katan and Banarasi. There has been a change in people's preference in cuts and patterns in the last two years. The brand's collection reflects this.

In the case of motifs, screen prints and



machine and hand embroidery have been used. The designers have also worked with Banarasi motifs. There is a wide range of household items to beautify your homes as well.



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ইউ এইচ টি পদ্ধতিতে প্রক্রিয়াজাত
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