

## Forever suave

## Eid attires for the elderly

In an effort to attract the hip, young crowd, an important portion of the general population is often overlooked. The aged and elderly people who are the cornerstones of our society, and have worked hard all their lives to instil time honoured values in us, at times suffer from lack of choice and option when shopping for an Eid outfit.

A short, slim-fit panjabi will not appeal to an elderly man nearing his 60's, nor a sequined georgette number to an octogenarian woman. Moreover, this predicament bothers most of us while trying to buy a present for the aged members of our family.

When shopping, understanding one's preference is key. As people age, they tend to avoid synthetic materials and veer more towards organic and handloom fabrics such as khaadi, muslin, linen and cotton.

Pastel shades are usually preferred above bright hues and simple yet intricate embroidery and prints are generally preferred over heavy work, crystals and sequins. Some people favour traditional, handloom weaves. Kurtas and kameezes are not of floor-sweeping length, and panjabis are long and straight cut for men, not slim and short.

Women are spoilt for choice as fashion houses such as Aarong and all members of Deshi Dosh has a great variety of saris in natural, handloom fabrics. These saris are available in a range of pretty, delicate shades that are comfortable and soothing.

Materials such as taant, endi silk, cotton and muslin are enhanced with fine embroidery and screen prints. From casual to party wear, Aarong has it all. For menswear Aarong offers panjabis, fatuas and shirts in natural fabrics such as linen and cotton. Many fatuas have simple embroidery and wooden buttons, while the shirts have fancy batik prints.

These options are not only comfortable and breezy to wear, but they are affordable

and elegant. They are also available in silk, which makes them perfect as party wear.

Tangail Saree Kutir also has an impressive range of saris that will cater to every budget, style and occasion. They specialise in taant saris that are excellent as gifts as well as regular wear. Both of these places also have a great selection of Jamdanis that is also a great option for older women.

Another place that has a good range of organic clothes is Aranya, where vegetable dye is used to print designs. Soothing, mild fabrics are enhanced with subtle, yet intricate vegetable dye print, which is eco-friendly and leaves no carbon footprint. They also have menswear; shirts, fatuas and panjabis.

Renowned fashion house Rang has an entire new line dedicated to the elderly called 'Shroddha'. The collection pays homage to the elderly who have enriched our lives with their wisdom and blessings by offering them a selection of elegant, understated clothes that will impress the most discerning client.

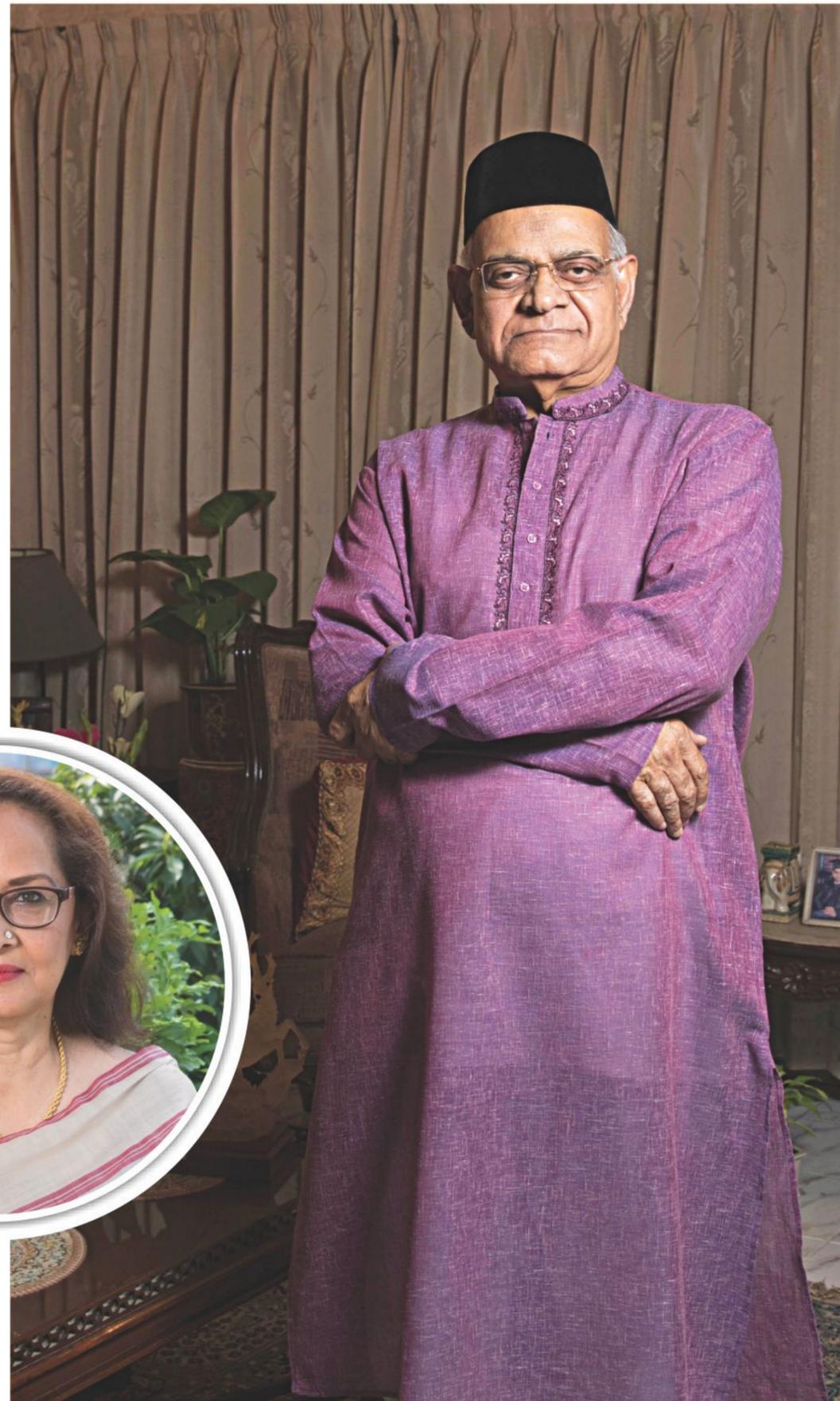
A subtle colour palette has been chosen for this range, and traditional weaves have been incorporated alongside prints.

With these options in mind shopping for an elderly, or shopping with one, should be a breeze this Eid!

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# freedom

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