

5 BANGLADESHI FASHION BLOGS TO FOLLOW in 2017

Fashion blogging is extremely popular all over the world. So popular that fashion bloggers with a minimum of 2k followers on Instagram get paid for even a single post on their blogs. Even though blogging is not seen as an important marketing platform in Bangladesh yet, many new fashion bloggers are surfacing every day. Bangladeshi fashion bloggers can give foreign fashion bloggers a run for their money.

The reason you ask? Well, Bangladeshi fashion bloggers not only take aesthetic stylish photos of their daily #ootd (outfit of the day) but also create other fantastic content such as YouTube look books, gifs, stop motions and more. To be precise, they are quite versatile when it comes to presenting content.

In addition, they keep everyone up to date on styles trending around the world and in Bangladesh. If you haven't been following any 'deshi' bloggers yet, here's a list of the top 5 fashion bloggers in Bangladesh at present:

VELVET VEINS

This is a fashion blogger who has top notch editing skills. She creates the best YouTube content and if you check out her Instagram, you'll notice she follows a black and white theme that is pleasing to the eyes. She prefers posting more flat lays than portraits and talks about her favorite products, trends and hauls. You can learn a lot from her starting from how to take flat lay pictures to where you can buy scented candles from. Brands like Apex, Noir, Urban Truth and Skin Cafe have collaborated with her for the quality content that she never fails to present.

Instagram handle: @velvet_veins
Youtube: Velvet Veins

JUST DESIGNS

A man who knows the difference between cravats and ascots, yes, this fashion blogger knows the most unknown of fashion rules and abides by them. This is exactly why he works as a fashion contributor for both Daily Star Lifestyle and Ice Today Magazine. If you checkout his blog, you will notice he prefers to keep his identification hidden. When asked, he said that just like Sia, he prefers the focus to be on his content alone. Although he doesn't follow a particular theme on Instagram, he does present the most informative and detailed content, starting from stop motion look books on YouTube to 'outfit of the day' gifs. Moreover, he is the first blogger to present the most aesthetic Vlogs on his Instagram story. Brands like Zurhem, Muze and Made in Bangladesh have collaborated with him for his impeccable style statement and creative content. If sophistication is your style, this is the blogger you should be following.

Instagram: @just.designs
Facebook: Just Designs

ABAYAHOLIC

A modest fashion blogger, who teaches everyone that you can be modest and stylish at the same time; she designs and creates her own outfits that look no less than brand clothes. She is also the country editor for GAYA magazine (Singapore) who clearly trusts her fashion knowledge. She was also featured on the cover of the March 2017 edition of the Gaya Magazine. Not

only is she becoming increasingly popular in Bangladesh but also abroad. She has walked the ramp for fashion shows in Dhaka and been invited to attend the Kuala Lumpur modest fashion week 2016 to represent Bangladesh. As you can see, she has managed to achieve a lot within the span of a year. Brands like Plaire, Sciccoso and Noir didn't miss the opportunity to work with Abayaholic. She has also worked with Japanese designer Ryoko Katayama, recently. If you are searching for modest style ideas or even just ideas for outfits that stand out, this is the blogger you should be following.

Instagram: @abayaholic
Facebook: Abayaholic

MINIMALMUDASSIR

A fashion blogger who focuses on street style and youthful fashion trends; from making ripped jeans a thing in Bangladesh to trying out bold fusions, this blogger knows how to experiment. His Instagram feed is the most aesthetic of them all as he follows a minimal theme. Guess that's where his blog name came from. He has worked with ICE Today magazine, and he too creates look books and videos featuring brands like Apex. Other brands like Sartorial, Gentlemen's Wardrobe, Noir and 90's Crew have also collaborated with him for his unique style statement. If you like minimal but bold street style trends, then you know who to follow now.

Instagram: @minimalmudassir
Facebook: Minimalmudassir



MINAZIFICATION/AYDHAMEHNAZ

Another modest fashion blogger who focuses on a laid-back but an edgy style; her Instagram feed gives off retro vibes that is calming on the eyes. And her photos make mundane backgrounds look extraordinary. She used to be a fashion writer for Aquila Style magazine (Singapore) and worked as the head of global development for Islamic Fashion and Design Council. She attended the Indonesia Fashion week 2015, where she spoke on a panel about modest fashion worldwide, and the Muslim Fashion Festival at Jakarta 2016. She has also been invited to the London Modest Fashion Week 2017. She used her unique individuality to launch her own slide-in-loafers 'Aydha' in collaboration with Lá Mode. Moreover, she has collaborated with foreign brands and designers such as Huw Roman Inc (a Japan based clothing brand) and Lidia May (an NYC based bag designer). If you are looking for style inspirations that are distinct and original, this is the blogger you should be checking out.

Instagram: @aydhamehnaz
Facebook: Manazification

Blogging may seem easy when seen through a viewer's eyes, but a lot of work goes into a single shot. Taking the perfect photo requires a creative imagination and proper direction. Filming and editing videos take a lot of time. Writing articles requires vigorous research and dedication. They are no different than corporate content creators and marketers. Hence, these fashion bloggers deserve equal credit for their work and effort. Please do show some love and support to these hard-working, ever-improving, fashion-adept bloggers.

By Silony Islam

Photo courtesy: Velvet veins



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