



Who understands styling and fashion better than Aarong? This year for Eid ul Azha the fashion brand introduces romantic fairy tale pink, tussar silk saris in floral prints with solid metallic borders that echo the mood of monsoon, and much more.

Aarong resonates sophistication. While their shelves are always sporting new designs on a regular basis, like any A-listed fashion brand, it also brings out new collections to commemorate festive occasions and seasons.

Only two months ago, the brand set fire in the fashion scene with its unique 'Mughal' inspired attires and all-the-rage fashion show that was no less than any globally recognised demonstration. For Eid ul Azha, they are once again showcasing a new collection, which was presented to their clientele at an event in their flagship

store in Tejgaon.

To appreciate their new collection one must keep in mind the rain and the season — our romance with everything monsoon. However, it would be wrong to presume that this is where their creativity ceases.

On Eid ul Fitr, Aarong introduced a varied range, highlighting age-old Mughal prints. After the enormous response from its patrons, this Eid the collection takes the concepts a few notches higher.

Aside from focusing on regal styles and motifs from the 16th century Mughal era, Aarong also makes best use of block prints, craft themes, Aari embroidery and the ever popular geometric fusion work in Nakshi Kantha based saris.

Aarong has always been popular for its emphasis on flared kameezs, Anarkali styles and the Angarakha cuts, and for those who

seek such timeless statements they shall surely not disappoint.

New styles that have been included in the women's section include modern kaftans and silk summer coats with middle open cuts. The men's section for the coming Eid look alluring as well, with an amazing wardrobe including slim-fit cotton panjabis with multi coloured Kashmiri embroidery.

Gota Patti had been all the rage in women's fashion of the sub continental region last year and zardozi work much before that. The craze for these intricate styles still remains and Aarong skilfully manages to meet up expectations with their excellent range of latest designs in the said craft work.

Tie n' dye, natural dyes, mirror work and sequins never goes out of fashion and so

the latest collection incorporates all the statement techniques.

But what if you want to bring out the Bohemian in you, instead of romancing the Mughal times? For those who go against conformity, Aarong has aesthetic tunics, kurtis and kameezs to satisfy any fashionista's shopping list. Aarong has always been popular for its well thought-out coatees and jackets for both men and women. This Eid you will be able to get beautiful variations on these popular items.

Finally, all that can be said is that if you are fashion conscious and on the look-out for a new avatar this Eid, do check-out Aarong's latest collection as they will not disappoint the trendsetter in you.

By Mehrin Mubdi Chowdhury
Photo courtesy: Aarong

