



Since its inception, Aranya has been revered and supported by patrons from both home and abroad. At a time when markets are flooded with synthetic, mass produced fabrics, and boutiques using them thriving and dying out at the same pace, Aranya has been going strong for almost three decades. A visit to the shop will reveal the secrets behind its success.

A space exuding earthy energy, Aranya is beautifully decorated in a way that immediately puts one at ease. Saris crafted from organic, handloom fabrics are magnificently displayed on recycled, metal hangers. Every item at the store is coloured with hues derived from plants, leaves, seeds, flowers and other ingredients found in nature.

Soft cotton saris in shades of brown, sienna, mustard and moss green are complemented by kurtis and shirts in indigo. Intricate yet simple designs and patterns in an earthy colour palette make every piece gracious and elegant.

A brown silk sari stood out in particular, with deep green screen print and embroidered with stunning Nakshi Kantha patterns. Jamdaani saris in soft shades of white, mustard and indigo are truly unique and will imbue wearers with grace and nobility.

Kameez and kurtis are in contrasting shades, with embroidery and patchwork motifs to enhance its subtle beauty. The menswear range is quite extensive, with panjabis, fatuas and shirts in organic cotton and endi silk. Other items, such as shawls and stoles, are equally beautiful and interesting.

Aranya has a jewellery collection that is also worth mentioning. Crafted solely from natural materials — terracotta, wood, beads and silver — they too are dyed using natural pigments. Unique pieces that incorporate different kinds of materials, are further accented by silver pieces. Bangles made from silk thread and further decorated with silver bells make a perfect gift for a loved one.

A whole host of items such as books, music CDs, crockery and sundry knickknacks that make a great addition to one's house are also available. Topics for the books range from literature, music, poetry, and politics, to food, tradition and culture. Natural dye being the emphasis of the enterprise, even the ceramic and terra cotta plates, mugs, dishes are also coloured with chemicals in harmony with nature.

As a fashion house, Aranya offers more than just a sartorial solution. Its noble ethos and fair-trade practices not only make wearing an Aranya guilt-free, but it also makes it an experience — a journey that takes one back to Bengal's great heritage of beauty, hand in hand with sustainability.

By Sabrina N Bhuiyan

Photo: Sazzad Ibne Sayed

Model: Mashiya and Sunerah

Make-up: Farzana Shakil's Hair and Makeover Salon

Location: Pan Pacific Sonargaon

Styling: Sonia Yeasmin Isha

