



## The upsurge of Bangladeshi fashion in the global arena

With more people migrating to foreign lands every year, there is a huge population who look for traditional clothing that resonates with local cultures. Many people of Bangladeshi origin prefer to wear saris or other traditional outfits on Eid, Pahela Boishakh, Puja, weddings, birthdays, etc, and it is not possible for them to freight all from their home country. With local brands taking their ready-to-wear fashion abroad, people now have easy, convenient choices.

Local Bangladeshi brands are picking locations strategically to open outlets preferably near localities where people from Southeast Asia mostly reside. Men, women and children can easily try on the latest trends before making a pick. However, in this day and age, the internet has opened the door for brands to trade effortlessly. People are easily able to select their favourites online and get it shipped to their homes. So, the physical outlet no longer plays the major role in some cases.

To focus on this thriving fashion industry of Bangladesh, and to show its true global reach, the British Bangladesh Fashion Council (BBFC) held their annual flagship Bangladesh Fashion Week for the second time on October 7, 2017. The BBFC is a social enterprise and not-for-profit company set up to deliver training, work experience and networking opportunities, it says. There is a slew of well-known and up-and-coming designer brands as well as makeup artists participating in the gala, including such as Rina Latif, Chondon, Bibiana, Mayasir, Kuhu's Wearable Art, Sahar Rahman, 1972 Jewellery, Asheka Hossain, Ruji London, and Zurhem. The event is headlined by Kaniz Ali as makeup artist, with the Cactus Agency supporting with their range of talented individuals.

– LS Desk

