



ON 'GOING GLOBAL'

"Global customers are keen about ethnicity and authentic products. Bangladesh has a rich heritage — Muslin, Jamdani, Endi silk, Tribal fabrics, Gamcha, Nakshi, etc.

After years of research and hard work we have now been able to somewhat revive our past glory. The texture and design of our clothes are constantly improving. This is our time- 'the high time'-to showcase our products to the world, to a global clientele.

By going global, we bring our country to the world stage, we showcase our heritage, our artisans, designs and talent — we create global brands and worldwide recognition. Hence it is very important that as designers we work on brand building, exclusive cuts/fits, high quality fabrics and designs. The rest of the world is already way ahead and we must not fall behind. For local fashion designers, shows and events like these are more than welcoming. In the coming years, this trend needs to continue to place Bangladeshi fashion in the international fashion arena."

-- Chandana R. Dewan of Chondon

TAKING BANGLADESHI FASHION TO NEW HEIGHTS

It goes without saying that in this age of social media there is no alternative to promoting one's own line-up virtually, along with maintaining a brick and mortar existence. While the saying goes that the 'right hash-tag' can get you anywhere, designers catering to niche markets do need to showcase their works in a broader style.

While some have the good fortune of being extremely lucky from the start, the rest have to depend on their networking and determination to flourish. Fashion shows can only work as a step towards success, the rest boils down to the individual's capacity to grow and accommodate.

Bangladeshi fashion designers are upping the ante with local clothing line ups with enticing designs. But that's the local side of the story. The designers need to incorporate fusion wear to make these appealing to the western eye as well.

In this particular case of globalising Bangladeshi fashion, learning from the 'now-famous' is not necessarily the only process. Fashion designers need to embrace the runaway as an art form in terms of styling, crafting and storytelling.

The local fabric designs are very appealing worldwide, yet as unfortunate as it is, Bangladeshi or South Asian fashion is not very global in essence. The fashion world of now requires everything to be as globalised as possible and then some more.

Starting from the designers to the fashion journalists and right down to the promoters — to take Bangladeshi Fashion to new heights on the global platform, there is no space to see these as separate entities any more.

-- LS Desk

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