

# Woman's World in an era of new firsts

In the past 27 years, Woman's World, under the able guidance of its director Kona Alam, has grown leaps and bounds. What started out as a mere start-up in 1991 has now grown to become one of the most reputed names in our beauty industry. With her children taking the vision forward, Woman's World is set to revolutionise the makeup scene once again.

The glitz, the glamour and the red carpet were all a part of the launch of 'Kona by Farnaz Alam'. From top models of our country to ace photographers, from some of the best makeup artists to the best beauty bloggers, A-list guests attended the inauguration ceremony.

## KONA BY FARNAZ ALAM

As a skin specialist, Farnaz is well aware of the lack of quality cosmetics fit for Bangladeshi women, and it is no surprise that her new line promises to fill that exact void.

Woman's World already has 16 types of cosmetics/toiletries running successfully in markets across Bangladesh. In addition to those products, they now have six matt liquid lipsticks, three shades of foundations, three shades of complementing compact powders, and one shimmer. A separate line of moisturiser and sun screen lotion for winter has also hit the market.

It took Farnaz three gruelling years to develop the new makeup line, a unique feat made possible through her vast international exposure that included being part of the prestigious London Fashion Week.

Farnaz explains, "Most of the international cosmetics we use here are made for dry weather conditions, and my clients have always complained about their makeup turning greasy a few hours after application. So that was a priority for me while developing my makeup line."

She further adds, "Bangladesh has a humid climate, with that in mind we have developed high definition foundations to ensure that the makeup looks fresh even hours after application."

"As for the lipstick shades," continues Farnaz, "we had a testing period of six months, before we finalised the shades. I have consciously chosen colours so that



the six shades combined fulfil the day to day, as well as the party wear requirements of our women. Even our foundation mixes very well with the skin so just a thin layer of it provides high coverage."

Farnaz says "Ever since the inception of the idea of having our own range of cosmetics, my mother and I were acutely conscious of keeping the quality of our products top notch. I wanted to develop products that I can be proud of, and I can use on myself. If I cannot use something on



myself, I cannot give it to somebody else." The lipstick shades 'Passionate' and 'Catch Me If You Can' are already making waves amongst makeup enthusiasts and the foundations are well receiving.

The 'Kona by Farnaz Alam' line of makeup is available at all Woman's World branches.

## THE SIGNATURE BRANCH

The launch of 'Kona by Farnaz Alam' was accompanied by the inauguration of Woman's World's Signature Branch at Gulshan 2. Even though this branch has already been in operation for the last few months, it was officially launched on December 9, 2017. With their Signature Branch, Woman's World is now set to once again serve as a benchmark for the makeup industry. Its state of the art interiors and promise of providing a premium service experience, can change the beauty scene in Dhaka.

"My mother, Kona Alam wanted a place where ladies can just come and experience ultimate relaxation. With that in mind we have designed the Signature Branch in such a way that the moment you enter you

feel you are in a different world. If you want to go somewhere to feel pampered then this is the place to visit," explains Farnaz.

An epitome of exclusivity and luxury, the Signature Branch houses the latest equipment and all state of the art technology from around the world. Occupying two floors, it is spacious built with different sections dedicated to different services, and impressive spa rooms for complete relaxation. As their flagship store, all new services will be introduced here first.

Apart from their regular services, the Signature Branch offers some of the latest services and beauty treatments which are, as yet, not easily available in the country. The new services offered by them include, Micro Blading to define eyebrows, Eye Lash Lifting and Lash Extension, Fat Reduction and Chemical Peeling.

A beauty brand in its own right, Woman's World aims to offer its patrons a comprehensive beauty experience. With enthusiasts already smitten by the quality of the cosmetics line and the new Signature Branch, Woman's World is once again set to prove that it is a one stop solution for all things related to makeup and beauty solutions.

**By Samina Hossain**

**Photo: Shahrear Kabir Heemel**

**Model: Arpita**

**Makeover: Farnaz Alam, Woman's World**

**Wardrobe: Zoan Ash**

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