



That spirit of standing out has garnered the bespoke jeweller a following of over twenty-three thousand on social media and international recognition, in a span of just five years.

Niharika Mumtaz's designs are colour-centric; a fusion of ethnic designs with a contemporary twist, on gold, silver, copper, brass or mixed metal with precious, semi-precious and stimulated stones.

When asked about her recent offerings, she said, "I turned a vintage hairpiece into a ring, anklets became necklaces; the designs were solely produced and based upon vintage and antique like Bangladeshi jewellery pieces that were worn decades ago here."

Most of the jewellery pieces are produced in Bangladesh, India and Pakistan because there are specific regions that have their own specialisations in craftsmanship. Some of her more recent products include one of a kind specialised *meenakari art*, indigenous to Jaipur and executed by skilled craftsmen who have passed the expertise from one generation to another. "I try to incorporate such specialisations in my jewellery pieces as much as I can," she said. More than half of Niharika Mumtaz jewellery are original designs of her own, a tiny fraction is custom-made based on the customer's preference, and the rest are collected from other artistes.

Niharika also take order for brides and said that one of her memorable works was a recent one where she made three separate pieces for a bride in Chittagong. She also has a bespoke line that is made up of statement pieces.

"Every piece is unique and one of a kind. If someone orders jewellery that has already been sold, I let them know that it will not be identical, but similar to the previous one," Niharika said.

For our readers at Star Lifestyle, she chose to bring a few of her very recent creations that highlight redesigned antique pieces, inspired by vintage glamour and were used for her most recent showcase in Dhaka. Her line also includes modern variants done in silver. In addition, she also brought in some pieces from the collection, Progg, such as a jewelled shawl, which was a showstopper at the London Fashion Week, and a few original classic pieces that are always available during trunk shows, but not available online.

Generally, she has three to four of her own trunk shows in a year, with most of them in Bangladesh, and one outside Dhaka.

"It feels amazing when resellers get in touch just to tell me how well-known the brand has become," she said.

Niharika's future plans include showcasing in Milan or Berlin, and to balance the exclusivity of the line, as well as to make products easily accessible to the masses.

By Supriti Sarkar

Photo: Sazzad Ibne Sayed

Model: Meghla and Oshin

Jewellery: 1972 Couture Jewelry

Wardrobe: Zenana

Make-up: Farzana Shakil's Makeover Salon

Styling: Sonia Yeasmin Isha

Find the brands on social media —

Instagram: 1972nineteenseventytwo

Instagram: Outlinerofficial

Instagram: niharikamomtaz

Facebook: 1972

Facebook: Outliner