

CHANGES THAT MAKE US #NOWINLIFESTYLE



DHAKA SATURDAY
FEBRUARY 24, 2018
FALGUN 12, 1424 BS

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Colour Politics

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However, if you are in the possession of a long-stemmed rose with even a blush of red, you will have owned a universal symbol of courtly love. Also, the colour for Valentine's Day and romance, red, in all its shades, is almost a staple on February 14. While glacial shifts can be observed with more and more people opting for pinks and even blacks on the day, glamorous red remains a safe bet for a true standout.

MILLENNIAL PINK/PURPLE

A new shade of pink is on the horizon, with the trend only gravitating upwards.

Perhaps, the best way to describe 'millennial pink' is to call it a toned-down Barbie pink bordering to a peach-salmon hue. With millennial pink, we no longer carry the baggage of gender-specific associations of Barbies and bubble gums; in fact, it's more androgynous.

A flattering colour that complements Instagram filters and discovered in an era shifting towards equality among people of all genders, millennial pink is for everyone. It is a soft-tone tint of pink without the sugary prettiness infamously and previously linked with the colour.

Strong statements of feminism can be made with the new-age pink with Hollywood celebrities proud to be donning the colour of the millennial. The colour, in all its glory and stride, signals woman empowerment and more importantly, gender fluidity.

The timeless millennial pink is genderless and implies progressive politics around LGBT (Les-

bian, Gay, Bisexual and Transgender) rights. It represents freedom regardless of who you are, and serves no judgement whatsoever. It celebrates the true essence of equality, promotes liberalism and is redefined as robust and bold.

And on the darker side of the pink spectrum, how does one miss purple? Purple, known to invoke a mystical aura, is most popularly assigned to raise awareness on cancer. Standing for the traumatic fight against the

be the colour of Summer 2018, according to western fashion critics, and provokes drama and thoughtfulness.

BACK TO BLACK

In a bid to dissect colours, black is impossible to ignore. The darkest shade of the spectrum that has not a single stream of light, black can evoke sheer power.

Although tied to 'mystery,' the colour black has been worn by influential celebrities to a red carpet event in January to unveil the shroud of silence and ignorance when it comes to speaking up about being physically harassed in Hollywood. To offer solidarity with the wave of men and women putting forth their personal and traumatic stories, the red carpet of the event was stormed in black. The focus of the dress code had almost nothing to do with fashion, and basically everything to do with discrimination and the abuse of power. The hash tag of "whywewearblack" was even a trending topic on Twitter, dedicated to spreading further awareness.

In Bangladesh, however, black is the colour of mourning. Associated with Ekushey February and worn on February 21, attires in grave black and contrasting whites are donned in solidarity with the martyrs of the Language Movement of '52. The streets of Dhaka are coloured black and white attires in chic prints, blocks and even designs with hints of zealous reds. The intention is to truly speak to the passion of the fight for Bangla as the national language synchronised with the festival.

When it comes to interpretation of colours and the politics they invoke, no one shade is out of the race. But why have everyday colours conjured up such importance in the first place?

Colours differentiate. It's hard to explain the jovial nature of filling out a dull, black-and-white comic strip with the vibrancy and liberty of colours. Whether here or abroad, without colours, things lose something; perhaps a part of their meaning or maybe the whole narration of the story they are trying to tell.



disease and the survivors victorious in their battle, the Purple Ribbon has gained quite the following.

In political symbolism, however, it has been known to be the favourite of Queen Elizabeth and even Hillary Clinton (cue the elegant trouser suit in purple she donned to nobly concede defeat to Donald Trump). And now purple, in all its nuanced glory, is predicted to

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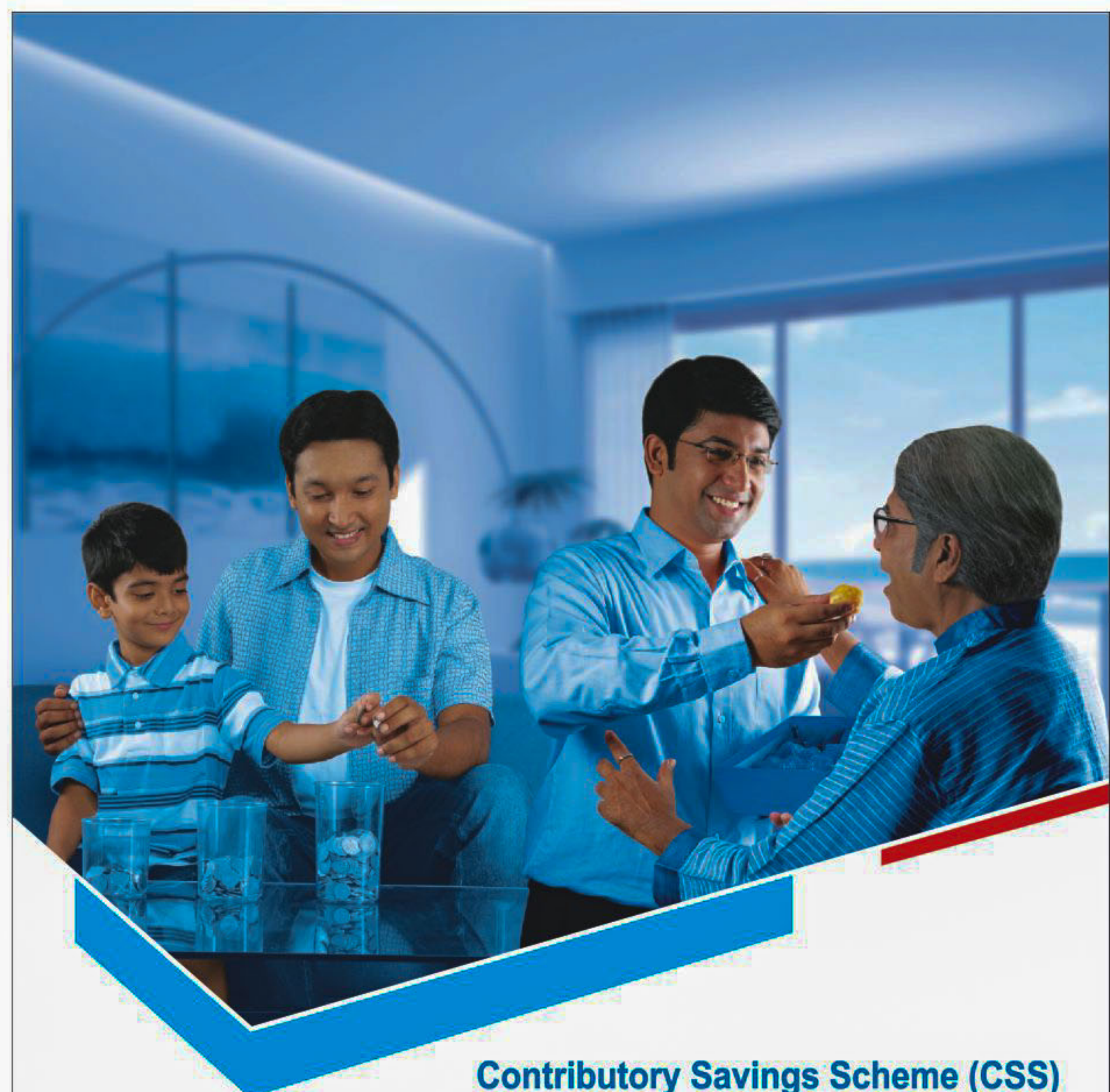
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