

# AARONG

## Preview Fashion Show

In luminous grandeur and extravagance, Aarong, the country's largest lifestyle retailer hosted a dazzling fashion show as an exclusive preview event to mark the launch of its much-anticipated Baishakh 1425 collection.

Bringing a number of head-turning standouts from the collection under the limelight, the preview event was held on Friday, the 16th of March, 2018 at the four-storeyed outlet of Aarong at Bashundhara City Shopping Complex.

Offering a unique glimpse of the much-hyped collection, the preview event was solely for the loyal customers possessing a 'My Aarong Rewards' card. And acknowledging their continued loyalty, the customers' dedication to the brand was honoured with an exclusive first-look at the stunning Baishakh outfits that were to be available following the fashion show.

The eloquent host of the event, Azra Mahmood- model/choreographer

we have focused on comfort and tradition which equals cotton," explains Mohammad Ashraful Alam, the chief operating officer of Aarong. He further explains, "Baishakh welcomes the scorching heat and for the day's fun and follies to remain festive, cotton is the way to go this season."

With playful twists in sleeves and colours, 'safe' is not the word for the Baishakhi collection. The preview fashion show highlighted bold approaches in style in the forms of kimono and bell sleeves for a pleated and airy look. Paired with straight, contrasting pants, twists were not only in sleeves. The bold was embraced with geometric prints, and bewitching florals did just enough to the overall look of the attire.

Complete with graceful and eye-catching floral headgear, jewellery was kept ethnic all the way with silver pieces that either had a tarnished tinge or a vibrant splash of colours. Tassels, beads and a systemic burst of everything colourful



extraordinaire, took centre stage. And, whilst renowned models walked the ramp to show off brilliant fashion, heart-warming tunes of a Noboborsho-themed playlist with the all-too-familiar "Esho hey Baishakh" created the perfect ambience.

But none of those could steal the spotlight from the diverse Baishakh-1425 collection itself. Championing cotton, with extraordinary blends of muslin, lush silk and even cashmilon in its clothes, the Baishakhi attires were not to be dismissed upon first look. The outfits in the form of shalwar kameezes, kurtis and saris for women and panjabis and coaties for man demanded a closer inspection and a sheer appreciation of the craftsmanship Aarong is known to deliver time and again.

"We have mused from the inspiring blends of ethnic motifs and tried to capture the true essence of the tribal zones of the continent through our clothes. But, most importantly,

could be seen throughout the collection and that is how the joyous spirit of Noboborsho was captured via the 1425 clothes.

Prices of the collection were kept affordable with hand-printed cotton shalwar kameezes ranging from Tk 1,200 to plush muslin-blended Nakshikantha embroidered sarees going up to Tk 25,000. For panjabis, elegant prints bordering 'bold' can be yours for a range of Tk 1,100-4,000, whereas coaties featuring audacious contrasts and designs can set you back a price range of Tk 900-3500.

And with that the surging crowd was later led to the shelves of the newly displayed seasonal collection, and faces beamed at the tightly-clutched outfit that stole their hearts, the curtains finally closed on the preview fashion show with only the shopping continuing indefinitely.

**By Ramisa Haque**  
**Photo: Shahrear Kabir Heemel**

