

## NEWS FLASH

# A STEP WITH A RHYTHM

## second edition of Bata Fashion weekend

How would you like walking down the streets of Milan, Italy and be greeted with a gorgeous black grand piano being played? And as you walk further down, you find another beautiful white piano being played and children singing.

Then you are faced you a harp being played. As you draw in all these, you are greeted by a guitar being played by a dashing young man and the energetic

launched Urban youth collection in the store.

This grandeur just skimmed the surface of the even grander Bata Fashion Weekend, termed "The Sound Of Style" took place at Palazzo Mezzanotte, Milan, Italy between 27—20 April, 2018.

This year's event was entitled "The Sound of Style" to represent the inspiration of music on footwear and the Bata brand. The

for the second year of Bata Fashion Weekend and they are also pushing the event forward into the future. The name "The Sound of Style" was not only reflected in the stage design, but also in the programme, accompanying activities, choreography and the direction of the fashion show. Even the 'B' in the Bata logo sported a stylised audio jack!

The whole space thus had a streamlined

that encourages diversity and female empowerment, which strengthens one's confidence. Our true selves should be just as comfortable to wear as our shoes. Eventually, the brand role is to empower women and men so they feel good about themselves.

Be inspired this year from this fashion weekend with a touch of 'la vita moda', or the stylish life as the Italians say.



beats of drums. Might not sound typical, even for Milan, but it happened this Friday, on 27 April, 2018 during the Bata Fashion weekend. Visitors were drawn in by this astounding musical display to the Bata flagship store at Via Dante, Milan. Models charmed the audiences with this musical pop-up event to check out the newly

idea was to make the brand fresh, contemporary and demonstrate that Bata is evolving.

Bata is a global company with European roots and essence and its product designs are developed in Italy by some of the most talented designers in the industry. Bata stuck with the "Comfortable With It" theme

design in the theme while maintaining the main umbrella of "Comfortable With It."

As a footwear manufacturer Bata wants their customers to feel comfortable in their own skin. The world is not about looking pretty, behaving nicely or fitting the standards. It is about living life the way you want to. And that's what Bata is, a brand

For a Star Lifestyle exclusive interview of Thomas Archer Bata, the Chief Marketing Officer and part of the Bata Executive Committee, and Patricio Alegria, Chief Collection Manager, Bata Bangladesh see page 8.

Photo courtesy: Bata



ইউ এইচ টি পদ্ধতিতে প্রক্রিয়াজাত এক গ্লাস প্রাণ ইউ এইচ টি মিল্ক  
দেবে যখন তখন ইনস্ট্যান্ট পুষ্টি। যখন চাই, যেভাবে চাই—

কটো. ঢালো. খাও

