

# Sharmin Rahman's exhibition at Manas

Growing up, Sharmin Rahman, Associate Vice President – Creative at Asiatic JWT, always had a passion for fashion designing. From an early age she embarked on a journey to create beautiful clothing by working with a local boutique for 11 years. This journey was the beginning of the path to self-discovery for great passion in fashion design and intense amount of talent in excelling in it.

Having friends and family who are actively part of the media, designing clothing has been an integral part of her life. This April, Sharmin Rahman collaborated with Manas, a local boutique store where she exhibited some of her most classic summer blouses. This event was organised by Manas from 7 April to 12 April with amazing response from customers.

Sharmin is an avid Bengali at heart and thinks highly of local crafts and materials. She also understands the change in taste and exposure of the young generation in Bangladesh. "Youngsters in our country are loud and proud Bangladeshi in their hearts but their perception and experiences are changing through exposure of global proportions," said Sharmin.

Keeping that in mind, her designs for this exhibition have been extremely unique with the use of local crafts and incorporating local trends.



"I wanted the young generation to be aware that sari is not just a traditional wear but a clothing that can make one look modern as well, without compromising on comfort" Sharmin added.

She created a collection of blouses, which were different from the usual tight-fitted one-dimensional blouses, which gave a very contemporary look and feel to the sari. The blouses will not only make the saris chic, but also make one feel very contented wearing it.

Versatility is another aspect of these pieces: each one can be worn with more than one sari, matching the colour palette, or in contrast.

They are versatile enough to be worn with jeans, skirts, culottes or any type of cotton or linen pants for which these blouses can easily be passed as crop tops.

This unusual collection of twenty blouses/crop tops are unique but based on a common theme; contemporary yet very much root of this region, ensuring a refresh-



ing and playful look to welcome any day of our sunny summer.

The whole collection is on white, beige and ivory khaadi, cotton or endi with multi-coloured gamcha, crochet lace, and fringe-tassels displaying experimentation in patterns and unusual hemlines through playful balance of traditional materials and trendy cuts.

**By Mayesha Raidah**

**Photo courtesy: Sharmin Rahman**

# Zurhem sets summer on fire



The ambiance was befitting the label that is Zurhem. As the impeccably dressed A-list guests walked the red carpet, a dazzling BMW sign greeted the audience for what was one of the most anticipated fashion events of the season. The Radisson Blu Dhaka Water Garden poolside was transformed into a runway, seemingly straight from the settings of a '90s Miami show of one of the biggest names in the industry.

The show itself had another surprise as Mehruz Munir's new spring/summer 2018 collection turned back the clock even further back, pushing the date to the vibrant '70s. The brilliant execution of cherry-picking from the trends of the era and effortlessly blending it with today's style and aesthetic norms was a homage to the icons of the decade, complemented with the movement for women's empowerment and an absolute freedom to love all.

Always judicious in selection of colour and fabric, the entire range was fashion 2018 in perfection. There was an effortless transition from one colour scheme to the next. Kick-starting things with the vibrant hues of yellow, the blue and the orange that followed, mimicked a bright morning of a lively, unadulterated beachside party; and a stylish one at that.

The next queue burst into a sensual show-

down with an eclectic mix of orange into a red, so hot that it almost resembled the colour of the summer sun.

The event ended with an ode to the evergreen black in flattering cottons, cashmere-suede blends, the ideal sheen on silk, experimental neoprene and translucent plastic, the precise wool-silk blend, jersey cotton, chiffon and georgette — that seemed like perfection!

At the end, the meticulously placed sequins by hand, modern-day digital printing, and old-school hand painting that showcase what we can perhaps safely attribute as the designer's most vivid, nearly animated collection.

As the season changes in the coming months, the A-list Dhaka crowd eagerly anticipates yet another collection that is guaranteed to dazzle. What comes next is left to our imagination, as Mehruz Munir once again outdid himself.

The year 2018 looks promising for local fashion, especially when Zurhem is boldly exploring uncharted territory and only moving forward with the determination to push the boundaries of fashion to the next level.

**By Zabir Ahmed**

**Photo courtesy: Zurhem**

