



Hasib explains that the online selling businesses started by individuals in their personal capacity have hit them the hardest. "People basically travel abroad and bring in loads of dresses unofficially, and sell them from their homes via social media platforms, incurring minimum cost and contributing in no way to our country's economy. Until the government takes a stern stand against these illegal activities, the local designers and fashion houses will suffer."

The same holds true for saris too. The Banarasi sari for example, being made by artisans in the Mohammadpur and Mirpur areas of the city since the 1950s, is struggling to survive due to the import of its cheaper Indian counterpart. The lesser priced heavier looking Indian Banarasi available in the markets have synthetic mixed in the yarn, which lowers not only the comfort level of the sari but its price too, resulting in the more expensive local Banarasi sari losing

ground and its artisans suffering.

The fashion industry in our country is quickly gaining ground, both on the local and international stages, with brands such as Zurhem, Maheen Khan, and Chondona Dewan, to name a few, leading the charge. For our country's economy to prosper, as well as for the growth of our fashion industry and our indigenous weavers, a little affection and dedication from us -- the consumers -- can go a long way to achieving a bright future, and put Bangladesh on the global fashion map.

By Samina Hossain

Photo: Shahrear Kabir Heemel

Model: Hritika

Wardrobe: Mayasir

Location: Pier 138

Make-up: Farzana Shakil's Makeover Salon

Styling: Sonia Yeasmin Isha



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