

Le Reve: Unique, Bold and Individualistic



Le Reve is poised to set the stage on fire with their new 2018 summer collection.

For the ladies, the collection includes three segments to cover all types of requirements: 9 to 9, Casual, and Ethnic. Fabrics that were given precedence for the women's line include high quality viscose, silk charmeuse, stretch polyester blends, and cotton blends, georgettes and modals etc.

This season's collection for the men also has three lifestyle segments: Casual, Adventure, Athleisure, and 9 to 9. The casual segment, as the name suggests, offers trendy solutions for outdoor and casual occasions. The collection highlights digital printed summer shirts in Caribbean prints, graphic print shirts with matching shorts, casual trousers and denims.

This year's Eid is smack dab in the middle of the summer, meaning anything you wear has to not just turn heads, but also avoid cooking you in this humid summer heat. Quite a challenge then, but you would be happy to know that Le Reve has risen to the occasion for this Eid with their new collection. Titled "Unique, Bold and Individualistic!" - Le Reve's 2018 Eid collection is oozing with pastels, light embroideries and airy fabrics designed to make your Eid comfortable and fashionable at the same time.

For the ladies out there, this year's Eid collection holds flowy shalwars, loose-fitted kameezs, and tons of slit-sleeves to keep the heat at bay. Particular attention has been put on bright summer colours in the Eid collection. While some have hints of blue, others come with lace works, and are mostly paired with whites to tone them down. Pink and orange have been

particular favourites this season at Le Reve. The colour blue also got a lot of focus, especially the darker shades of navy, with bright floral designs and out of the norm sleeves. The satin tunics in fun prints come with embellishments on the neckline, and lighter pastels of yellows, peaches and pinks prove to be the perfect



day piece in this humid weather.

If you need to stand out for night time events, some of their newer dresses feature glasswork done on high necklines, making it just the right night time attire, while others come with karchupi bead works for that little fun element.

Men can expect lots of light shades in

blues and pinks for their outfits. Some have small, but intricate, white detailing around the neck to keep it simple and sophisticated, while others come in plain and simple solid colours. Ethnic style includes self-textures, and lots of shades and designs in maroon. The ever popular and classic white panjabi is available too, but with matte gold work around the collar to make it stand out from the average run-of-the-mill white panjabi

Kids can enjoy the best of both worlds as their collections feature solid colours as well as pastels. The panjabis come in bold greens, blues, and maroons. Some come with little embroideries, while others simply focus on the printed fabrics

Overall, Le Reve's Eid '18 collection holds numerous pieces in many finishes, designs, and fabrics. From fusion wear, to ethnic, to complete contemporary designs, there is definitely something for everyone here. Get their latest Eid 18 Collections at Le Reve Stores, or find them at <https://www.lerevecraze.com/>

By Anisha Hassan

Photo: Sazzad Ibne Sayed

Model: Mashiat and Raj

Wardrobe: Le Reve

Make-up: Farzana Shakil's Makeover Salon

Styling: Sonia Yeasmin Isha

Le Reve debuts *in* Singapore

Isetan, a leading Japanese multi-brand store and very popular in South East Asia, has started selling Le Reve's dresses in Singapore.

Isetan have many known international brands in its portfolio like Guess, Polo, Ralph Lauren, Lacoste, Mango, Nautica, Desigual, etc.

Le Reve recently launched its Eid Collection 2018 in Isetan for their customers in Singapore. Le Reve at Isetan is



displaying tunics, long kameez or long fatua, palazzos as well as few Shalwar Kameez too.

Monnujan Nargis, CEO of Le Reve says, "We are excited to expand beyond Bangladesh with brands like Isetan. We are extremely excited seeing this very positive response to our dresses from locals and expatriate communities of Singapore."