

Taaga Man- a millennial fashion dream

Catering to the young millennials of the urban society, Taaga Man has inaugurated its first outlet together with Taaga on 2nd August. The 3500 square feet store, located at the heart of Satmasjid Road, Dhanmondi, Dhaka, is every fashionista's dream. With a futuristic ambience and a unique collection of trendy fusion-wear, Taaga Man opts for contemporary designs while still retaining the classic ethnic vibe that its parent-brand, Aarong, is best known for.

The inauguration ceremony, which was attended by popular social media personalities and social elites, consisted of an overview of the sub-brand Taaga. The launch party specifically focused on how Taaga Man aims to revolutionise men's fashion. The guests were then allowed an exclusive tour of the outlet.

"We have big plans and we definitely aim on reaching high!" explains Tamara Abed, senior director of Aarong, "For now, Taaga Man will be available at existing Aarong outlets of Uttara, Jamuna Future Park, Bashundhara City, Mirpur 12, and Mymensingh."

With a chic collection of apparels, footwear, jewellery, and other accessories for both women and men, the store specifically caters to the fashion tastes of this generation. From casual everyday wears to formal attire, this is the ultimate go-to place for a

fashion fix. Keeping the heat in mind, the colours are light with minimalist motifs for a sleek look.

"We wanted to create something that would be a voice for the youth specifically. Our designs follow global trends, specially taking inspiration from London Fashion

greens! With hand-stitched motifs, chic appliques and minimalist sequin patterns around the collars, sleeves or even front pockets, these are sure to add sophistication to your wardrobes. Those of you looking for casual shirts have a plethora of various hued checks to pick from. You could also opt for a



week. Then we customise it for our country, adding a touch of tradition for the perfect fusion wear," explains Khadija, the head designer.

If you're into traditional wear, you could opt for light summer-coloured panjabis or even go bold with bright yellows and

denim shirt with a tiger stitched on it, or try out striped polo t-shirts.

The collection of formal wear consists of monochrome shirts in various shades of blue, turquoise, brown and pink. Match it with grey, chocolate or black pants, and you're bound to be the centre of attention

at any meeting! Of course, one needs an elegant pair of leather shoes to pull off corporate-wear. Don't worry! With their exclusive line of formal leather shoes, Taaga Man has you covered.

The perfect accessory can take your fashion game to the next level! Opt for the trendy wallets and preppy belts to finish your look. The bags are of cool earthy tones that are definitely going to make the ultimate fashion statement. There is also a unique line of lockets and bracelets for those days where you feel extra bold!

The store also has a collection of women-wear from the classic Taaga, which has already won the hearts of young style-enthusiasts who enjoy a bit of ethnicity in their apparels. The new collection of contemporary women's wear are inspired by the intricate designs in Kashmiri shawls, modern art decor and even hollywood blockbusters like The Great Gatsby!

The brand also launched 'Club Taaga', a customer loyalty programme which will offer exclusive benefits for today's youth and young professionals who seek an alternative lifestyle experience. So be sure to drop by and give Taaga Man a look!

By Adiba Mahbub Proma
Photo courtesy: Aarong

