

SHOP TALK

Abayaholic: a label to look out for

The Fashion scene is always evolving and the wave of so many new fashion designers in town are testament to that. While every designer has a unique style and element to their designs, which make them all great in a different way, one particular designer stands out from the rest with her bespoke pieces.

Mumtahana Elahi, founder of label Abayaholic, always had a keen interest in fashion. While studying fashion design, she started her own blog and eventually started designing clothes.

Her line Abayaholic is still very new, but it has garnered a lot of attention for its impeccable designs and outstanding quality of materials.

Initially a fashion blogger and influencer, Mumtahana started her line with modest and traditional pieces, but that is not all she creates. Her collections include pieces of all sorts, from dresses to traditional wear, to western and formals. Mumtahana aims to "take Bangladesh to an international platform" by focusing on runway trends around the year.

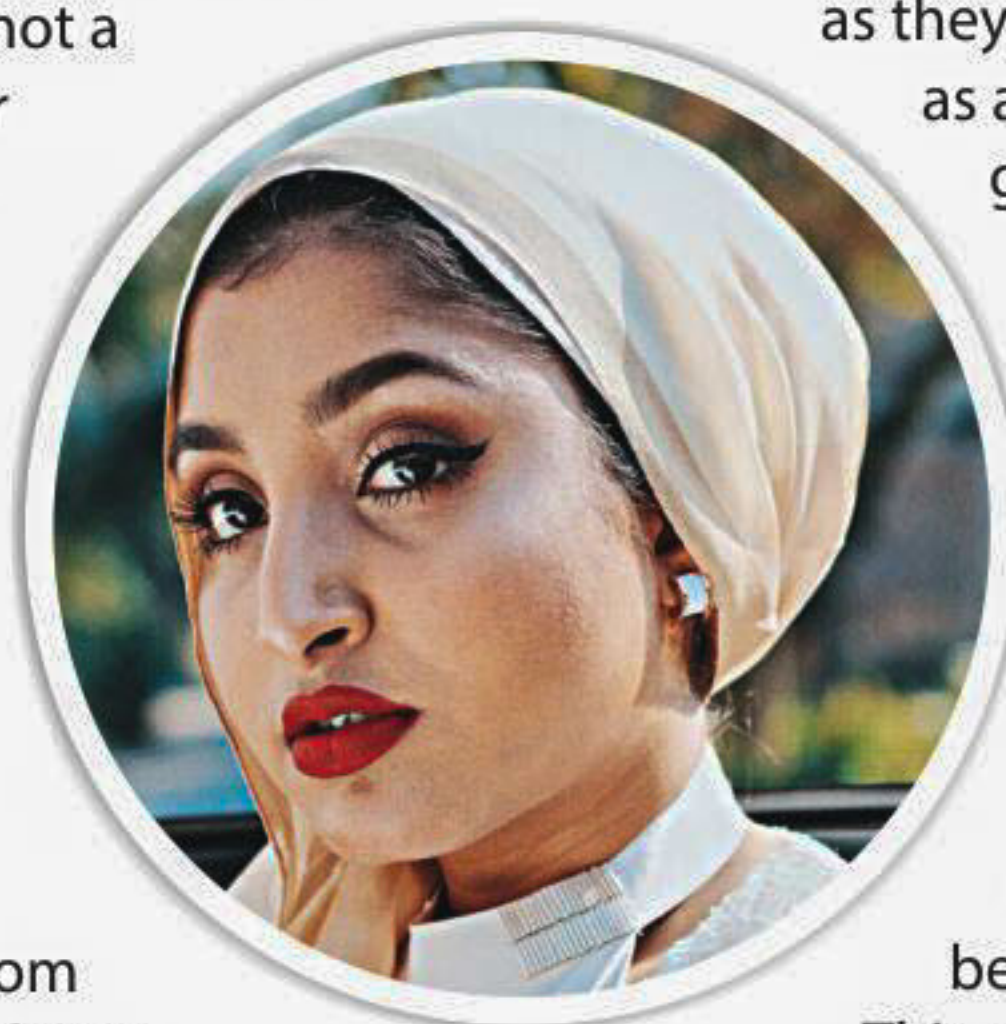
Abayaholic has new designs every month, some being steady collections while others are limited editions. Her latest collections include the Fall/Winter 2018 wardrobes with a few varieties of bold and chic. Collections include "The Posh Affair" that has sophisticated work wear and a very special pearl white hourglass evening dress inspired by the fashion icon, Lady Diana.

The limited edition "Velvet Royalty" holds rich velvets and the clearest rhinestones, making them an outstanding and unique option for winter events. Striking bold animal prints are also included in the Fall/Winter 2018 collection that lie in between that casual and outwear border. Cessory Premium Scarves are amongst her latest works, and has a wide range of colours, designs, and some prints as well.

Wrong measurements can kill even the best dresses and that is why Mumtahana always emphasises on measurements, because her collection is not a 'one-size-fits-all,' but tailor made to each customer's figure as it helps to highlight the dress and structure further.

Fabrics make the clothes what they are, meaning it is one of the most important parts of a designer dress, besides the tailoring. Abayaholic outsources their fabrics from numerous places. Some of their best ones include the duchess satin, featured by Vogue, lightweight lush georgettes, and Muslin.

Although months away, it is worth mentioning that Her Eid Collections are always crowd-pleasers, but limited editions due to exclusivity of the fabrics used. So make sure to keep an eye out during these



holidays to score some of the best pieces. Current designs can be altered to the comfort of the user, but the scope is limited. Small changes like a bigger or smaller neckline, or changes as such are doable as per customer's request.

The option of a bespoke dress for most of us is limited to our local tailors, and as good as they can be, it is never the same as a designer dress. Abayaholic gives you the chance to come with your own designs, ideas and preferences that they can bring to life. Being a fashion designer, she can help out with combinations and structures, and will be able to advise you on what would suit you best, be it the style, colour or fabric.

This means even if you missed out on some of the limited edition pieces, you can still have a one-of-a-kind dress made just for you.

Mumtahana and her team behind the scenes follow the international standards of dressmaking, followed by international fashion designers. Special attention to details like the luxe fabrics, the cuts, and the seamless

stitching are what gives value to these pieces.

When you hear the words designer dress, the thought of prices is definitely on the back of your mind. "We try to keep it as affordable as possible," says Mumtahana, where both casual and luxury pieces are all priced reasonably. Luxe designs start from Tk 4,000 and go up to Tk 12,000, and casual ones are normally priced below Tk 4,000.

To purchase her available collections, or make an appointment for an entirely new one, contact her on Instagram or Facebook. For anyone out of Bangladesh wanting to get a piece, Abayaholic also ships internationally.

A bespoke dress is more than just a tailor-made dress. Where you get to consult with a professional, get suggestions, bring out ideas and get to see what really goes on behind the scene with the fabrics and patterns to construct a dress made just for you, the feeling is definitely special and overwhelming.

By Anisha Hassan

Photo courtesy: Abayaholic
Essential —

Mumtahana Elahi

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In comparison with the remaining petroleum jelly brands manufactured in Bangladesh (At least 0.7% market share holder as of December 2016)