



of a number of things that we can be proud of as Bangladeshis — cricket, and the garments sector being two. How about a situation where both of these sectors merge to become a single united force?

The incredible happened in 2018 when Tamim Iqbal joined hands with Cats Eye to become its brand ambassador. Star Lifestyle indulged in a tête-à-tête with Tamim Iqbal, Bangladesh national cricket team's opening batsman, and Sadiq Quddus, director of Cats Eye. And here, we share what we found out.



THE NEW FACE of Cats Eye



As one might expect, the first question was 'bowled' at the lead opening batsman Tamim Iqbal —

Any special reason for endorsing Cats Eye?

Yes of course, plenty actually! Cats Eye is a 100 percent local company, producing clothes that are purely Bangladeshi.

Before endorsing the brand, I tried on their clothes just as a regular consumer and I found them extremely comfortable and of high quality; the best part being that the clothes are within an affordable bracket, easily accessible by the masses.

Furthermore, this is actually the first time any Bangladeshi fashion brand has designated an ambassador and I am proud to be a part of the initiative.

The next question was sort of a spin — How has your experience been as a brand ambassador for Cats Eye?

Fortunately, being a team member of the Bangladesh national cricket team has allowed me to be an icon for the people of my beloved country. Everyone looks up to us, not just as cricket players leading the national cricket team, but also as a representation of all things good. This naturally caused me to be extra careful in endorsing a product. Until and unless I am completely satisfied with a brand myself, I refrain from endorsing it to my countrymen.

But fortunately, Cats Eye met all the criteria I was looking for; the primary being that it is my own country's product and it is of high quality. Hence, I can proudly endorse it to my people as its brand ambassador.

And then came the cutter —

What is fashion to Tamim Iqbal?

I am a simple man actually. I like staying casual most of the time, and that means simple jeans and T-shirt make up most of my day.

For formal parties, I dress up a bit more as I have a particular knack for suits. So, for trendy night parties, you'd probably see me in a tailored suit.

With the end of that spell, it was Sadiq Quddus facing the pace now —

Do you think the popularity and brand value of Cats Eye Bangladesh will be magnified with Tamim Iqbal as its brand ambassador?

Cats Eye is made in Bangladesh and Tamim Iqbal is a great ambassador and a representative for our country. That is why I think he is a perfect fit to our brand.

Tamim is known for his cricket and Cats Eye for its clothing. I think both of them complement each other and with Tamim's assenting popularity, it surely adds value to our brand.

You have taken Zohad Reza Chowdhury as a brand ambassador from the music industry, Tamim Iqbal Khan from cricket...Any plans on taking on more brand ambassadors from different fields? How does it help the brand?

At this very moment, we have two great ambassadors who are not only known for their work, but also for their great personalities. This is something that we value and you cannot put a price tag on that.

We are extremely happy to be able to endorse both of them.

By Mehrin Mubdi Chowdhury
Photo courtesy: Cats Eye