



EVENT



STYLE 03

Go deshi

With the world moving towards ethical consumerism, Bangladesh is hardly lagging behind. The fashion enthusiasts of the modern world do not only look at just trends, but also acknowledge the hard work that goes behind making these products. To promote consumer awareness and encourage sustainable practices, 'Go Deshi' was a laudable initiative, leaving a mark in the hearts of fashion lovers. Held at The Junction, the three-day event, from 31 January to 2 February, 2019, was the perfect platform for local established businesses, as well as small start-ups to showcase their sustainable products, be it organic produce or handmade soaps.

GOING ORGANIC

If you are tired of the chemical-ridden products at the supermarket, why not go organic? At the event, brands such as Leisure Innocent offered organic vegetables, freshly produced in their own farms, while Prabartana included a wide range of everyday organic food such as honey, mustard oil, ghee, and spices.

Competing with the big brands were the smaller innovators like Pure Bangladesh. Along with various spices, Pure Bangladesh also offered a piyaju mix for the busy urbanites — mixed well with water and dipped in oil, and you would have sizzling piyajus in no time!

The brand also had pickles in three delicious flavours — olive, vegetable, and garlic. Speaking of pickles, perhaps nothing was as impressive as the collection of exqui-



site local pickles by Fusion Terminal. From sweet must-haves like 'Chalta-hey!' to hot-favourites like the 'Roshun Royale', each pickle had a unique taste (and a unique name) that was bound to leave the mouth watering for more.

THE ETHICAL FASHIONISTA

Taking the Bengali heritage to a whole new level, Shukhsari aims to make art that you can wear! With Tagore-inspired themes and contemporary designs, their unique collection was hard to miss. For the ideal fusion-wear, one could match them with the bold accessories from Shakkhor.

From rainbow beads to bold customised

teeps, Shakkhor was the perfect stop for the daring fashionistas. To add elegance to your wardrobe, there was Chandana Dewan with their designer line of exquisite jewellery and classy shawls.

If you were looking for something more down-to-earth, the block collection of Dhara, was ideal for everyday wear. For a traditional flair, one could opt for the stitched saris from Shuronjana. With toned down shades of brown and even bright hues of yellow, their collection had something for every sari-lover. Finally, one could finish the look with leather bags or purses from Mitroz.

THE SKINTELLECTUAL'S DREAM

With organic solutions to every skin-related problem, the brands featured at 'Go Deshi' won the hearts of the guests. One could delve into the rare world of essential oils thanks to the varied range provided by Bangla Natural Agro. If you are worried about hair fall, or even wrinkles, Mimosa organic solution was the perfect thing. With popular items like skin cleansing powder, and body butter, as well as more exclusive items, such as skin tightener and skin brightener, Mimosa organic solutions had it all. Alternatively, for everyday use, one could try the exquisite handmade saffron goat milk soap, or the activated carbon from Ribana.

LIFESTYLE AND ART DECOR

Whether you want a funky pair of sunglasses to jazz up your look, or a bold hand-painted folding table for a pop of colours, the artists of Shokher canvas or Crafts and Colours had you covered! If minimalist were more to your taste, the products of Greenfield Jutex was your ultimate stop. From chic bags to unique tissue boxes, their products were bound to make you rethink jute altogether! And for that final touch of books into your living room, one had the option to check out Booktique. A book lover's dream, these locally printed hardcovers made anyone fall in love with books again.

By Adiba Mahbub Prama

Photo courtesy: Parthe Sarker

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