

TRESemmé Bangladesh Fashion Week 2019

Who to look out for?

London, New York, Milan or India Fashion Week – you name it, we are in love with all these coveted fashion shows burning down fashion runways all over the world.

Finally, the Fashion Design Council of Bangladesh (FDCB) is initiating one of the most anticipated fashion events of the year

for Bangladesh – TRESemmé Bangladesh Fashion Week, 2019, partnered by FDCB, at International Convention Bashundhara, Hall 1 on 23, 24 and 25 February.

The council plans to team up again, to breathe new life into fashion and design, highlighting the authentic heritage looms,

and excluding anything synthetic, or nylon. With a coveted panel of both international and national designers, this year's event is certainly something to look out for.

And the participants are even more illustrious.

Here, we have randomly selected few upcoming designers from both the national and international front, who are expected to showcase their exclusive lines in the remarkable fashion show.

Photo: Collected

NATIONAL

Participants



TASHFIA AHMED

With an impeccable taste in fashion and styling, and a feminist by heart, Tashfia Ahmed, a fashion graduate, is just a step

closer of becoming the new

name in our fashion industry. Her aim is to deliver a true and pure essence of contemporary fashion fused with a touch of tradition. Playing with the vast source of textures along with colours and patterns are her forte. She loves to create new prints and design textiles with simple classic silhouettes. After graduating from one of the prestigious institutions — Raffles International College, Bangkok she has been able to broaden her scopes as a 'fashion enthusiast'.

Her work reflects subtlety with a dash of feminism. Ahmed has plans to involve the local craftsmen and weavers into her work so that our heritage is well preserved.

SADIYA MISHU

Sadiya Mishu completed her Post-Graduation in Fashion Designing from Shanto-Mariam University of Creative Technology. She wants to contribute as much as she can to develop the local fashion industry further. For TRESemmé Fashion Week 2019, her chosen theme is "Wheel of Nature" where she discusses the theme of construction and destruction. In general, she deals with anything that is authentic and traditional. Having said that, she is particularly hopeful about her latest creation that deals with Muslin, cotton, traditional motifs and patterns. Mishu is optimistic about highlighting only Bangladeshi heritage items, wherever her future as a designer takes her.



MUSARRAT RAHMAN

With an emphasis on design, fit and tailoring, Rahman's brand aims to not only challenge negative perceptions of Bangladesh as a garment exporter globally, but also tap into the vast reserves of talent and the growing demand for luxury designer clothing in her country. Musarrat Rahman focuses on using

RIFAT RAHMAN

Rifat Rahman graduated from Shanto-Mariam University of Creative Technology, where his major was fashion design, but his passion for clothing design began long before he started pursuing it as a career. He has been designing clothes for friends and family even before he knew the difference between the basic right and wrong of clothing construction.

Rahman's ability to understand his client's style effortlessly makes him stand out. After working as a freelance designer for a time, Rahman started his own custom made label named R Rahman. Apart from his personal work, Rifat Rahman has worked with several local and multinational brands as the lead designer. Currently he is working as an assistant design manager at Grameen Uniqlo.



high end fabrics and technology coupled with traditional craftsmanship to highlight the raw talent in Bangladeshi artisans and interpret that for a more high fashion context.

Drawing influence not just from the rich heritage of Bengali clothing and textiles, but also the bleeding edge of art, music and technology. Musarrat Rahman appeals to a geographically diverse consumer base. Made responsibly and with pride in Bangladesh, her unique approach to luxury makes a statement at an aspirational yet market compatible price point.

