

TRESemmé Bangladesh Fashion Week 2019

WHAT TO EXPECT?

February 23, 24 and 25 are set to witness one of the greatest days for Bangladeshi fashionistas — the TRESemmé Bangladesh Fashion Week, 2019 partnered by Fashion Design Council of Bangladesh (FDCB) at International Convention City Bashundhara, is expected to take place with a list of designers from all over the world, including our own local participants.

As like every other year, Bangladesh Fashion Week 2019 hopes to promote slow fashion, with authentic hand finished goods, created with love and affection. With an illustrious list of participants, this year's show just could not get any better.

Senior designers as well as organisers at FDCB have high hopes from the show, and rightly so.



Maheen Khan, Founder and President, FDCB

For a few years now, we have been doing the Khadi Festival in Bangladesh, and every year it has been tremendously successful underlining the fact that people are getting more and more inclined towards organic, authentic, and traditional wear.

This disposition has certainly encouraged us to widen our scope and includes everything authentic, organic and hand-woven, and not only khadi.

This year, we believe the show is going to be bigger and better than other years especially because of our interesting list of participants and their work with unique and organic wear.

We are proud to launch four new 'deshi' designers and provide them a platform for their work. This will hopefully encourage more creative minds to enter the field of fashion. The international list of participants is equally exciting with designers coming in from Borneo to Maldives with genuine, eco-friendly couture wear that is all ethically made.

In simple terms, all I can say is that these are great days for fashion and its enthusiasts all over the world.

Chondona R Dewan Treasurer, FDCB

The most interesting thing about TRESemmé Bangladesh Fashion Week 2019 is that many young designers have shown interest to be a part of the process. This is definitely very encouraging for the field of fashion. Personally, I think young designers and their thoughts and ideas are more progressive than the seniors, as they are comparatively more in touch with recent trends.

My belief is that in order to build a future in the fashion world we must give more opportunities to fresh faces in every field and this show will certainly pave the way to such a future.

Another interesting thing about TRESemmé Bangladesh Fashion Week 2019 is that free flow of thought by the designers has been encouraged thoroughly, as long as the materials used are organic, hand-woven, and eco-friendly.

Hence, the designers taking part in the show can experiment with their ideas in any way they wish. This will definitely encourage all other participants to showcase their best work and test the limits of imagination.

What else can be better? I can't imagine anything at the moment!

Kuhu Plamondon, Executive Committee Member, FDCB

This show is certainly 'the talk of the town' for fashion enthusiasts and wholehearted designers. Guests at the show will be able to witness ramp-ready collections by veteran designers from all over the world. This is definitely different from fast fashion, store-bought clothes and cheap mimics! Participants will be exhibiting their forte in the world of fashion design, sharing ideas, objectives and purpose. Certainly, I have high expectations from this year's show.

**Compiled by Mehrin Mubdi Chowdhury
Photo: Collected**

