



Fashion is not only about what you wear, but also how you wear it. The styling factor is as important, if not more, as selecting the right attire for the right event. Needless to say, the right hairstyling is a constant element for anyone wanting to stand apart in a crowd.

Over the years, TRESemmé has played an important role in moulding the look of fashionistas through various initiatives, among which, was the recently concluded TRESemmé Bangladesh Fashion Week 2019.

While preparations were on going, we met the hairstylists who presented special segments on styling on the three consecutive days, as well as Peya Jannatul – Brand Ambassador TRESemmé Bangladesh.

PEYA JANNATUL

Brand Ambassador, Showstopper

The TRESemmé Bangladesh Fashion Week was certainly a very good initiative. Two years ago, I had the opportunity to participate at the New York Fashion Week as the brand ambassador of TRESemmé Bangladesh, and the response was tremendous.

It was the success of that particular trip that inspired the international brand in arranging a similar fashion week in Bangladesh. And now, the Bangladesh Fashion Week 2019 is a reality.

This show was expected to be a similar high-profile event, with both international and national designers as participants. It was an honour to be assigned as the showstopper, and when the event is as big as TRESemmé Bangladesh Fashion Weeks 2019, it definitely becomes a matter of pride and accomplishment!

The grandiosity of the event and the participation of high profile designers certainly acted as an inspiration for the models, myself included.

I personally endorsed TRESemmé, because as a cosmetic brand, it is of very high quality, and I use it regularly.

The TRESemmé lines at the event were exceptional, with the red queue on day one, green on the second, and black on the



third. I personally use the red keratin shampoo regularly, for my coloured hair, and it was my luck that I got to be a show stopper for a brand that I was already a big fan of.

AFROZA PARVEEN

RED Beauty Parlour and Salon

I am glad to be a part of the grand show, especially because of involvement with the industry for a long time. TRESemmé stands on a high ground in the world of cosmetics, and I am glad to be able to work with Unilever Bangladesh, and particularly TRESemmé, at THE fashion show of the year.

Furthermore, as a hairstylist, I could prove my creativity by styling 20 beautiful ladies, each with a unique hairstyle. The point of my efforts was to show the world that just with the change of a hairstyle, people can completely transform their looks.

Most of my hairstyles at the show were modern, messy, and fusion based. I have also tried a few traditional styles on the models.

In a gist, every single model amidst the 20 were made to stand apart, different from

each other, based on their hairdo.

KANIZ ALMAS

Persona Hair and Beauty Ltd.

TRESemmé is a world renowned brand, and I am very glad to be part of a TRESemmé sponsored programme. For the particular brand line at the show, I was in charge of the second day, and the organics queue signified by the green TRESemmé container.

I kept the hairstyles primarily in curls, and tried to portray different hairstyles based on their curls. The show was certainly challenging and an opportunity to show creativity at the highest level.

FARZANA SHAKIL

Farzana Shakil's Makeover Salon

I am largely associated with the fashion industry and TRESemmé is a product that I use on a regular basis for my clients. I endorse the shampoo because personally, I feel it is truly a high quality hair care product. Otherwise, I really wouldn't have used it.

I am glad to be a part of the show, doing makeup and hair for the girls at BFW 2019.

For the TRESemmé line at the event, I have tried a lot of creative and futuristic hairstyles, and my point with the portrayal was that whatever one chooses to do with their hair, as long as they are backed up by TRESemmé hair care products, there's absolutely nothing to worry about, as hair strands will remain healthy, with almost no damage.

For the fashion show, I tried experimenting with nude, middle ground and well defined makeup. I have worked a lot with ponytails in different styles because pony tails are a favourite in all international shows and highly preferred by global fashion designers, as it doesn't overshadow their dresses, and gives enough space for creative freedom, without being an obstacle to the embellishments.

Compiled By Mehrin Mubdi Chowdhury
Photo Courtesy: TRESemmé Bangladesh Fashion Week 2019