



SHOP SPECIAL

Baishakh with Aarong

It is only natural that Aarong is the very name you take when you are out there looking for anything unique and culturally relevant to us. So, when Pahela Baishakh knocks at the door, and you are frantically searching for designs to flaunt during the celebrations, Aarong is your best bet.

Rudmila Siddique, the PR and Communications Officer at the renowned fashion house, tells us why. Siddique gives us a vivid description of what consumers can expect from the Pahela Baishakh 2019 collection, and it is certainly something that the fashionable segment of the society would be most thrilled about.

The designers tried to incorporate a 'desi feel' in the motifs and overall layout of the saris and panjabis for this year's Pahela Baishakh.

What's so different you wonder? The answer lies in the details.

The saris are prepared based on an inspiration of the baul world existent in the

rural peripheries of Bangladesh. The bauls are considered down to earth, singing folk and sufi songs; they are known to lead a life that is very basic, and hence, their wardrobe is a coarse saffron coloured cloth, usually torn and re-stitched with recurring patchworks.

This very theme of patchwork has been incorporated into the designs of the saris and panjabis at Aarong for Pahela Baishakh 2019, commemorating and paying tribute to the baul culture, a unique system of religious theology in our country.

Besides the Baul inspired designs, the colours incorporated in the Baishakh collection are vibrant, worthy of being called

summer colours.

Pahela Baishakh, the first month of the Bengali calendar, also marks the beginning of summer—the king of the seasons, which is usually discernible with the blooming of bright flowers and colourful butterflies devouring pollen while drinking nectar from them; hence, these are essentially characters that needs to be projected in the accolade, if there is ever to be one.

Aarong takes the opportunity to rightfully do so, by incorporating multiple bright colours and floral motifs onto its layered kameezs and placing remarkable motifs resembling the wings of a beautiful butterfly onto most of the capes.

Siddique tells us not to draw a line as yet, since Aarong has much more in store, including fashion jewellery and silver trinkets highlighting the reflection of Baishakh.

"These jewellerys have been crafted with much thought, and would look exemplary when paired with the gorgeous Baishakh ensemble," reflected Siddique.

Having said all these, we do not know where everyone's shopping from this Baishakh, but we at LS would surely give the renowned designer house a try.

Shubho Noboborsho!

— LS Desk
Photo courtesy: Aarong