

NEWS FLASH

Exterior paint: The defining trait of your home

Your home's exterior paint sets the tone for what's inside. Whether you are traditional and elegant in your style tastes, or prefer a youthful and eclectic approach to modern styles, exterior paint says plenty about your home's character, and therefore, your own sense of taste.

As the seasons go by year after year, the exterior surfaces of your home are exposed to its two worst enemies; sunlight and rain. If you don't have a preventive maintenance program in place, these two elements will keep costing you more and more.

Painting your home's exterior and interior always adds value, whether you're upgrading your home's appearance for years to come, or adding curb appeal to sell it. A great quality paint job will last for years, meaning less overall upkeep on your exterior and savings over having to have it painted more often.

A beautiful colour scheme on your home's exterior can certainly increase your home's value and attract more potential buyers. Plus, fresh paint makes your home look like new, no matter how old it may be, or how long you've lived in it.

In our country, the trend of exterior paint has evolved a lot in the last two decades. For example, instead of brighter colours, the trend has been shifted to more subtlety. In our country, people usually paint houses when the colour gets faded, or on special occasions.

Regarding consumer behaviour, Noman Ashrafee Rahman, Group Category Manager (Marketing), Berger Paints stated, "In recent times, customers are more selective and updated about products. Considering our customers' diverse preferences, we always try to bring new dimensions to our products. Recently, we have introduced Weather Coat Antidirt Supreme, which comes with special polymeric fibre and anti-carbonation technology. This Elastomeric paint will provide 10 years' durability and 5 years waterproofing for the customers. It will also keep the exterior wall free from hairline cracks."

Along with users' perceptions, the technical features of household paints have also improved to a whole new level. Not because of the style statement, but rather for the sheer necessity.

Ecstasy unveils exotic Eid collection and smartphone app

Bangladesh's leading fashion house Ecstasy gave an exclusive preview of its exquisite Eid collection in a star-studded ceremony on 4 May, 2019, at its flagship outlet at Bashundhara City Shopping Complex.

A smartphone app for Ecstasy, to be available for download on both iOS and Android from 15 May, was also launched, which will enable customers to browse through the collection of Ecstasy and buy products from anywhere without visiting outlets.

Tanjim Haque, Managing Director of Ecstasy and Creative Head of Tanjim, along with Asma Sultana, Creative Director of ZarZain and Chairperson of Ecstasy, walked the guests through the collection. The celebrated designer couple also shared their ideas behind the design and materials of the collection.

The men's collection includes sophisticated panjabis with vibrant colour combinations, limited edition Tanjim shirts, Cuban shirts and summer-time favourite linen and cotton shirts, inspired by the tropical atmosphere.

Ecstasy is also offering a collection of t-shirts with contemporary designs in every possible fit and style with high quality yarns. To pair with t-shirts, men can choose from a cool collection of Tanjim joggers, denims and colourful cotton-stretch chinos.

Other items of Tanjim,

such as sneakers and comfort loafers and shoes, men's duffle bags, leather wallets and polo-shirts, casual and dress shirts also got a fresh look for Eid.

The women's collection includes long and medium length kameez, kurta, long and short shirts, variety of tops, ripped t-shirts and printed t-shirts, solid and ripped denim, different types of pants and a huge variety

of bags and scarves.

At the ceremony, Tanjim also launched two new fragrances — Monaco for men and women, and Velour for men.

The Eid collection is available at all Ecstasy outlets across the country.

For more information, visit www.facebook.com/liveinxtasy



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