

LIVING BLUE – AN ETHICAL MARVEL

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Ahmad, already a fan of Rahman's work, approached her one fine day to work for Living Blue's first ever local collection, and the rest, as they say, is history.

According to Rahman's words, working for Living Blue has been a truly exhilarating experience for her where she could experiment to her heart's content and even learn a lot throughout the process.

Her aesthetics matched with Ahmad's vision, and they gave it a go. But Rahman does not refrain from praising the artisans back in Rangpur —

"They are excellent in their work. Being regularly exposed to international standards, the artisans truly understand high-fashion from the bottom of their hearts, and they know how to get results", mused the talented designer.

All in all, Living Blue fulfilled Rahman's creative needs and synced with both their ideologies of fair trade to produce excellent results.

FARZANA SHAKIL,
MANAGING DIRECTOR, FARZANA SHAKIL'S
MAKEOVER SALON

*The sophisticated ambassador of the
coveted collection.*

According to both Ahmad and Rahman, Farzana Shakil was the chosen ambassador because Living Blue made clothes meant to be worn by people who can value the rich history of the company, and also have

a purpose in their lives themselves.

Shakil has a steadfast reputation of being a fair employer and proving work provisions to so many women, and also looked upon by so many others, seemed to be the best fit for the premium brand.

THE 2019 COLLECTION

Exclusive compilation by Living Blue

In this collection, Living Blue uses vibrant and authentic organic colours in many different techniques of dyeing, such as deep-dyeing, clamping, 'shibori', 'arashi shibori' and 'kantha stitch' to give out a look that is exceptional and inimitable.

The fabric is entirely locally manufactured, including the soft Twill silk that is exceptionally soft and flowy. The collection has two outfits besides the saris; one being an exclusive unisex Twill shirt in pure white, and the other being a rich indigo maxi dress with a shrug.

The entire collection will be available online and will be obtainable at a price that is uncontested and lucrative to the patrons of 'all things exclusive.'

For more information, please visit <https://www.livingbluebd.com/collections>

By Mehrin Mubdi Chowdhury

Photo: Sazzad Ibne Sayed

Model: Farzana Shakil

Wardrobe: Living Blue, designed by

Sharmin Rahman

Location: Pan Pacific Sonargaon



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