

SHOP SPECIAL



Samuel Hoque is back

The Polka Boy has returned home this year, as he always does right before Eid, with an impeccable new line of menswear. We have known him for coining T-cos (vests made in T-shirt and jersey fabric), for crafting menswear using Jamdani — a material previously considered fit only as women's wear; and for fusing coatees and kurtas.

This year, there was a growing anticipation for what Samuel Hoque had to offer for the month of Ramadan. Bangladesh's fashion scene was buzzing with curiosity as to how he could outdo himself. Some wondered if Sam's creativity had come to a dead end, because there was no other possibility of playing around with traditional menswear.

But much to everybody's awe, he has yet again raised the bar high by introducing Polo neck kurtas.

No, these are not Kabulis, but kurtas with a polo neck.



in many of his previous lines; one of the most notable collections being the gun flap kurtas.

The 2019 Eid Collection has proved that his love for them is never-ending as he has immaculately incorporated fringes (which he calls 'tassels') in Mujib coats. Samuel Hoque has very gracefully added fringes at the back of the coat, giving a very modern-retro feel to such an iconic item.

One other notable new design in his latest collection is his 'pati' mat inspired signature Mujib coat.

"I have demystified the art of fabric manipulation by bringing forward the hand stitched smocked technique in this fun, innovative layered twist for my bestselling Mujib coat piece of 2019," said Samuel Hoque, showing off his proud new piece of work on the rack.

In addition, Samuel Hoque has recently launched a new line of limited footwear to give his customers a complete clothing experience. The sharp line mainly consists of slides, sandals, and loafers. His footwear collection is a carousel of colours topped with embellishments and classic cuts.

Eid is all about celebration, and with footwear as vibrant and quirky as these, nothing suits the occasion better. What makes his recent launch even more desirable is the fact that these shoes have been handcrafted across two countries, Britain (London) and Turkey, bringing together their culture and history into timeless pieces.

Samuel Hoque has been known to be very transparent and interactive with his clientele, giving them the liberty to sit and discuss how they envision their look. This year, he has taken that up a notch by bringing his factory to his Sanctum.

His minimalistic Sanctum now has two sections. One consists of all the possible

designs you could think of wearing on Eid, while the other consists of fabrics which you can handpick to be tailored to the design you pick from the aforementioned section.

You can also discuss with the menswear maverick and additional designs you would like to add. He has set up a wonderful platform for you to feel a part of the craftsmanship, so that when you wear your Eid outfit, you feel connected.

Samuel Hoque has stood as an inspiration for the fashion scene in Bangladesh. His hunger to outdo himself and unquenchable desire to test his creativity has allowed him to stand at the pinnacle of the fashion industry. His much anticipated Eid line is the epitome of excellence.

By Ali Sakhi Khan
Photo courtesy: Samuel Hoque

Samuel Hoque's Sanctum is located on Level 5, 32 Progoti Sharani, Block J, Baridhara. Follow @samuelhoque on Instagram to stay at par with the latest trend in menswear.



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SHOP SPECIAL

Amisheé, jewellery extraordinaire

Amisheé, a fine jewellery store on Gulshan Avenue, is riding high this festive season. It essentially caters to the taste of the new age Bangladeshi; the uber—women, who know what they want.

THE BRAND

Amisheé's exclusive jewellery line was launched at the end of 2017, with the idea to empower women; and hence, this unique nomenclature. All designs are exclusively handmade by artisans, and each bears a mark of authenticity.

THE CLIENTELE

Despite the fact that the jewellery business runs on trust, Amisheé has garnered a niche clientele. Though the designs are elitist, every woman can feel connected to them. It has also enthralled the youth who look for exquisite things. The jewellery line also has social media presence in terms of being on Facebook and Instagram.

The two-storied, expansive and spacious showroom caters to international standards and looks chic and hip in every respect. Moreover, their launch of specialised pearls, which are sourced from Japan, have found an immediate following here. The patrons are the same people who, otherwise would have travelled to other South Asian countries even if just to find exclusive jewellery.

COLLECTIONS, 2019

In February, 2019, Amisheé's men's line was launched. From time to time, seasonal collections, wedding collections, and Valentine's Day collections are launched. This year, International Women's day got its own collection, a line resonating the theme of urban women.

With Eid, Amisheé plans to unveil designs for the

youth, like trinkets, small pendants and ear studs with unconventional and elegant designs. The collection promises to be classy and unique, without being very expensive.

Apart from that, the customers will find fresh stock as every month features a new collection to showcase, and that will continue for Eid as well.

THE FUTURE

Amisheé has a long way to go, but it has already established its own factory this March. The raw materials are imported and the craftsmen, some local and others brought from other parts of the world, work to deliver the finest products, handcrafted by their adroit, nimble hands.

Machines are used in diamond jewellery for added finesse. Amisheé plans to expand the factory and unveil stores in other countries, thereby going international. In their zeal to be the finest Bangladeshi designer jewellery brand, they adhere to strict quality control standards and strive to maintain that.

Amisheé plans to launch beautiful bracelets in tune with the modern day designs for the young adults of both sexes. There will also be a better online presence very soon, as they plan to have a website to boost publicity and public presence.

-- LS Desk
Photo: Sazzad Ibne Sayed
Model: Efa
Jewellery: Amisheé
Styling: Sonia Yeasmin Isha
Makeup: Farzana Shakil's Makeover Salon



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