

Klubhaus goes tribal

Eid during summer can be quite the feat on its own, especially when you are out in the markets trying to find something fashionable, trendy but comfortable to wear.

Opting for a local brand that highlights ethnic work on modern wear is the perfect symbiosis between the east and the west.

Instead of buying the latest Pakistani lawn, or Indian boutique three piece, supporting local weavers and local businesses is not just the right thing to do, but also something to brag about when people inquire about your outfit choices!

Klubhaus walks into the Eid market with its ethno-fusion "Tribal Collection," with a range of men's and women's wear. This line consists of African and 'deshi' ethnic accents infused into modern wear through multi-coloured beads, laces and cross stitches, all done by hand on cotton based, mixed and silk fabrics. The overall line's colour palette is synonymous to the current mood and rising temperatures.

From a variety of options to select from, the collection includes jumpsuits, western tops, kurtis, earrings, bags, and many more for women; and shirts, panjabis, trousers for men, in addition to the line of unisex T-shirts.

What sets this collection apart from the options available in the market is the story that each outfit tells. Imagine African motifs or multi-coloured beads sewn by hand into a beautiful design on a light pale coloured kurta, or jumpsuit?

Not only is it soothing to the eyes, but also tasteful and elegant. Paired with silver or golden coloured hoops, or even oxidised accessories and a funky eye-liner or eye shadow, and you are looking at a complete outfit that translates very well from casual chic to those lunch or dinner invites with extended family.

In others words, channel your inner summer sprite.

The "Tribal Collection" by Klubhaus is young, vibrant and perfect for regular to semi-formal wear giving you ample splashes of panache for those first coffee dates or impromptu meetings at the office.

By Supriti Sarkar

Photo courtesy: Klubhaus



CHECK IT OUT



Prem's Eid offering

Focusing on the latest fashion trends from ramps, Prem's collection this year is all about exclusivity and the uniqueness of the product.

Their collection showcases products directly from the looms of skilled weavers of Kanchipuram and Varanasi. Their fine finished, pure silk and pure zari Kanchipuram and Banarasi katan saris are available exclusively.

Prem's collection also happens to be authentic seller of masterpieces of Lukhnavi work ensembles, which are designed and made by the skilled artisans of Lukhnow. The embroidery on their products are finely crafted by artisans in their factories.

The prêt-à-porter and couture collections are a mix of rich fabrics of tussar, Habutai, Banarasi, Mat-

ka, pure crepe, georgette, linen and many more.

Their collection is neatly tucked into sections — the Wholesale Bazaar, where customers can get their desired products in the most affordable range; Value Collection is where customers get absolute value for their amount spent on the ensembles; Exclusive Collection is where one finds the exquisite products; and finally, the Signature Collection, which is not only exclusive but is of limited availability.

Prem's collection has two showrooms, their flagship at Dhaka, and another outlet in Chattogram.

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