

# TR's closet: From sisterhood to haute couture

TR's closet is a clothing store inspired by passion in creative pursuits shared by two sisters Farha Mahmud Trina and Sadia Mahmud Trisha. In 2016, together they embarked on a journey to create their own couture line and since then have opened two retail outlets. One of which is located in Banani and is renowned now as Trina's Closet. Its sister concern outlet is located in Chittagong, branded as Trisha's Closet. Together, with their designs, they have gained quite the popularity in the past few years and has won the hearts of many.

Farha Mahmud Trina is a mother, educator, entrepreneur and a national television announcer and programme presenter. From a young age, she has been taught to hone her integrity, and being a teacher herself, she inspires the same values in her students and in her business. "I believe the key to success and our tremendous growth in TR's Closet has been due to our honesty, authenticity and our effort to give the best designed clothes to our customers!" Trina said.

TR's Closet is a brand for all, and having said that, they keep all their clients in mind by providing diverse variety of apparels within a very affordable range, starting from Tk 2500 only. This year's collection has been infused with a lot of pattern work and motifs. Specially keeping the summer season in mind, most of the clothing has been made to be very bright with breathable material. In addition to that, their attires are always known to have a touch of creative cuts unlikely to be seen anywhere else. Even the simplest of kameezs have a creative touch with patterns and cuts.

Being the designers themselves, both the sisters have always kept their clothing line relevant to the global fashion trends. However, keeping in mind our traditional customs and clothing, they tend to always give a twist of fusion creation in their wear. Starting with single tops to saris paired with designer blouses, the uniqueness of TR's Closet prevails in all items. If you visit their store, you will expect to see a wide range of modest clothing as well starting from abayas to capes. Keeping both fashion and decorum in mind, their capes are an

ultimate treasure for anyone looking for a stylish overall.

Recently, their sari collection includes fusion work between silk paired with gorgeous lace and elegant blouses. In addition, there is a great collection in muslin fabric. All their designs are inspired from global trends and the local weather whilst also making sure that it does not make a hole in your wallet. Currently, TR's closet collection is focused on cotton and linen fabric with some great embellishment and karchupi artistry. The specialty in their brand lies

in customer preference. They allow their clients to customize their own clothing and that is what keeps them so greatly satisfied with their product and service! Their Eid ul Azha collection will be hitting the stores by the last week of June. Do not miss their wonderful collection.

**By Mayesha Raidah**

*Address: House 142, Block E, Road 12, Banani, Dhaka. Phone: 01712971080*

*Facebook link: <https://www.facebook.com/trscloset2016>*



## NEWS FLASH

# Uber introduces Phone Anonymisation

Uber, the world's largest on-demand ride-sharing company, introduced two-way Phone Anonymisation on 10 June, 2019. It is a new technology that will improve the way riders and drivers connect and communicate with each other.

With this, when a rider and driver contact each other regarding a trip, both phone numbers will be anonymised, ensuring neither can see the other user's personal contact details.

Phone anonymisation is a safety precaution,

ensuring that the privacy of both rider and driver partner is protected at all times. This is done by using a software to connect calls that anonymises both mobile phone numbers.

The feature complies with Uber's Community Guidelines which promotes mutual respect between riders and driver-partners.

This is done by ensuring that personal contact details of riders and driver partners are protected during every trip so that there is never any unwanted post-trip contact.

Commenting on the launch, Zulquar

Quazi Islam, Lead, Uber Bangladesh, said, "Riders and driver partners form the core of Uber's business. The launch of Phone Anonymisation will ensure the privacy of both driver-partners and riders, and improve the way they communicate. This launch further strengthens Uber's resolve to take steady steps in ensuring rider and driver safety."

Uber's mission is to create opportunity through movement. It started in 2010 to solve a simple problem: how do you get access to a ride at the touch of a button?

# Wari welcomes Rang Bangladesh

A quarter century of style from one of Bangladesh's most renowned fashion houses has now taken a new step. Rang Bangladesh opened their 24th outlet earlier in May, 2019 at Wari, to be one step closer to fashion forward individuals.

The new outlet follows in Rang Bangladesh's objective in spreading ready to wear clothes and accessories to any and all customers. Interested buyers can avail all Rang Bangladesh offerings and products from the new outlet. Clothes, accessories, home textile, etc. are all there in new presentation and designs.

As always, Rang Bangladesh offers the privilege of ordering online from their website with cash-on-delivery.

Rang Bangladesh's Wari outlet can be found at 19 Larmini Street (Meena Bazar), Wari, Dhaka. Phone #01730068076. For more information, log into [www.rang-bd.com](http://www.rang-bd.com) or follow them on social media — [www.facebook.com/rangbangladesh](https://www.facebook.com/rangbangladesh)

# Be part of the Cricket World Cup Fiesta at Le Méridien

Cricket enthusiasts have a treat awaiting at Le Méridien Dhaka's poolside, with a mega LED screen and various treats and giveaways!

With the stunning view of the city expanse from the poolside, the atmosphere promises to be charged with energy. Regarding the campaign, Constantinos S Gavriel, General Manager, Le Méridien Dhaka said, "Customers can enjoy the ICC Cricket World Cup with the most beautiful panorama of the city which will ensure a truly sensorial experience for them. So, we would like to invite all the cricket enthusiasts to come and enjoy the game with their friends and families in our hotel."

Le Méridien Dhaka is also organising raffle draw during the World Cup for the guests, where they can watch the matches and win exclusive prizes. During matches, attending guests will get free Coca Cola for every six and wicket.

Italian Chef Valter Belli at Favola restaurant has curated special offerings for the World Cup which includes five unique local flavours of pizzas, along with other popular dishes and drinks.

The pizzas include beef kalabhuna pizza with mint chutney, chicken tikka pizza with crispy white onions and green chilies, mutton biryani calzone pizza with raita, prawn dopiaza pizza, and spicy mutton keema pizza with garlic pickle.

Guests will be able to enjoy all of these impressive offerings at a special rate of Tk 1,700 ++ per person.

For reservations, please call +88 01766 673443; for more information, visit [www.facebook.com/LMDhaka](https://www.facebook.com/LMDhaka)