

Timeless six yards— Sari Club

The name Shahrukh Amin is a synonymous blend of heritage and tradition. As a seasoned player in the world of fashion in Bangladesh, his latest shop and brand, "Sari Club" pays homage to the good old sari, with an emphasis on timeless classics and ethnic designs and fabrics like khadi, vegetable dye, tussar, block print, taant, Benaroshi, Monipuri, Jamdani, and hand paint, to name a few.

Sari Club is not just a one stop shop that fulfils all your sari needs; on walking into the store, customers are ushered into an open space with hints of vintage details all around — from the hand painted plates on the walls, to the couch and table at the centre that allows clients to sit and debate over which sari(s) to buy that are neatly displayed on the sides on racks.

"I wanted the shop to have an exhibition-gallery style feel, for which reason, the interior has a minimalistic but vintage flair to it," said Shahrukh Amin.

The whole concept of Sari Club focuses on not only reviving the woman's interest in saris, but to engage in a narrative that predominantly focuses on the history of sari and the collections found in the very wardrobes and almiras of our mothers'.

"I think of a sari as a piece of art. In my eyes, there is no one woman who doesn't look beautiful draped in six yards of a traditional fabric," said Shahrukh Amin, when asked about his motivation behind opening a store devoted only to saris. A classic signature Shahrukh Amin sari is vibrantly rooted in ethnic and classic designs. The current collection is a beautiful mixture of off-whites, beiges and other colours, mirroring the summer seasons, thus what the rising temperatures dictate. When asked about future plans, Shahrukh Amin said that he is creating a new bridal line, along with possible plans to hold events at the very store, focusing on the importance and beauty of promoting traditional and local saris.

In his roughly twenty years of being a fashion designer, it becomes very clear how important not just the store, but the very garment is to Shahrukh Amin. "A Bengali woman will always look more beautiful in a traditional sari than any other modern outfit out there. For her, it is a matter of pride when she dons one," he concluded.

By Supriti Sarkar
Photo: Sari Club

