

These principals are testimony of the founder's love for the environment and his morals, since leather tanning is one of the biggest sources of water contamination. Chromium is a key player in this elaborate process, and one of the biggest contributors to water pollution. Taking a stand against such sources of leather, especially during a time when climate change is a real issue, is crucial.

Salim's vision was to fill in the gap in the local market, creating employment and endorsing women empowerment. His brand is Bangladesh's first ever hand-stitched, hand-made, and hand-polished shoe brand with a knack for perfection. Every detail is measured and intentional, making sure that Craftsman's clients wear nothing but the finest.

One of the aspects of Craftsman Fashion is its elaborate measurement process which ensures each individual gets to put on the perfect pair of shoes. They have detailed infographics to ensure that clients ordering online can understand the shoe size to the smallest of detail. In addition, their bespoke service only adds value to their never-ending search for perfection and exclusivity.

You can walk into their Kalabagan showroom and create any style of shoe, be it oxford, derby, loafer, or boots; in any colour — green, blue, white; any lace, any sole — you name it, they will create it.

They will offer you their catalogue to pick the leather type and take elaborate measurements of your feet, which will later be computerised and displayed, making sure your vision meets their design until the

shoe is given the green signal for production.

One of the most recent introductions of Craftsman Fashion is their children's section, 'Little Big Feet.' "The kids' shoe market is very much in need for a change," points out Salim. "The market lacks quality shoes for children and is full of synthetic PU shoes."

To address this market, Craftsman has made leather shoes which are multi-dimensional — stylish and healthy. Leather is breathable and healthy, allowing a circulation of air and protecting your feet from sweating. PU shoes do not breathe, causing irritation, and ruining the shoe wearing experience.

Craftsman Fashion is a forward-thinking brand that encourages a generation of new and trending ideas to create the best shoes for its

clients. They ensure that its staff are kept up-to-date with new techniques and styles, as Italian technicians pay visits to their Green factory, ensuring the standards are maintained, and are well-equipped with the leading techniques in shoe making.

With a profound knowledge of the shoe industry, well versed with the ins and outs of the art of shoe making, Bangladesh can rest assured that its leather and shoe industry is moving forward in the right direction.

**By Ali Sakhi Khan**

**Photo courtesy: Craftsman Fashion Essentials —**

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*Log into: [www.craftsmanfashion.com](http://www.craftsmanfashion.com)*

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