

SHOP SPECIAL

# ZURHEM

## only speaks grandeur



Munir ensured that Zurhem's personality is reflected on the décor and space of their flagship atelier. With the theme and layout of a quintessential bachelor pad, it is arranged to provide utmost calm and peace, where customers can walk in, have a cup of coffee, read books, look at some of the coolest art works collected by the designer, and relax.

"Zurhem isn't only a place to shop, it is also an experience. Anybody can come in and enjoy their time at our atelier because we are not selling a necessity here. We are selling you an experience," said Mehruz Munir.

Zurhem has plenty planned for the upcoming wedding season, with about 100 people working behind the scenes to bring you the best attire. Each and every staff, especially the sales representatives, is trained extensively, and directly supervised by Mehruz Munir himself to ensure that they can guide clients appropriately for their special occasions.

When you walk into Zurhem with the hopes of creating an ensemble, you

will be consulted on your vision; the kind of event you will be attending, the time and day of the event, the type of location the event will take place at, the lighting at the venue, and much more. You will be asked to go through designs, visual examples, and fabrics before measurements are taken. If you are in a hurry, you can also pick something from their ready to wear section; Zurhem has you covered every step of the way.

Zurhem gives you the most premium experience, not just with the cut and the fit of the suits, but also with the fabric. With hundreds of fabrics in stock, and a few thousand fabrics that you can order, the possibilities are endless. You can choose from Ermenegildo Zegna, Lanificio Dal Cerruti, Holland & Sherry, Vitale Barberis Cononico, Piacenza, and countless others from their catalogues. A half canvas suit may take two to three weeks to be crafted, while a full canvas takes four weeks, during which, there are about two to three trials. However, if you order European fabric, it might take a little over four to six weeks.

Munir suggests that guests attending weddings this season should dress to look classy and elegant. To achieve an understated yet sophisticated look, simplicity is the way to go. Suits in dark colours such as blue or black might be the best choice.

"I believe it is only a matter of perspective. In our culture, black is considered ominous in weddings but hey, there's nothing sexier than black. Bend some rules, accessorise, and look chic!" exclaimed Mehruz Munir.

When it comes to the family of the bride and groom, Munir recommends going all in. "You don't get to attend weddings of immediate family members every year. When given such an opportunity, you should definitely dress to your heart's desire," states Mehruz Munir.

Since, weddings are getting bigger and bigger every year, Munir believes that grooms should dress up according to the outfits of their brides; a plainly dressed groom beside a glamorous bride can be quite a sharp contrast.

His solution to preventing such a mismatch is to adorn the groom in such a way as to perfectly complement the bride's attire. Zurhem's newest campaign focuses on intricate dori, sequins, cut-dana, zari and zardosi embroidery designs on silk sherwanis to combat the preconceived notion of dressing grooms simple this wedding season.

On the other hand, Mehruz lays down some interesting tips on how a groom can style his outfits on events leading up to his wedding. Bandhgalas are ideal for engagements, but if the groom prefers a little more extravagance, Munir suggests opting for velvet Bandhgalas with zardosi buttons.

For holuds, comfort is key since there is a lot of dancing and general movement involved. A kurta with pyjamas is the classic look, however, pairing them with a Nehru vest or a Nehru Jacket with sleeves can accentuate the look. "In this case, we usually suggest a deconstructive design with no shoulder pads or interlining for utmost ease," he adds.

Zurhem looks to focus on their ready to wear line and women's wear, while introducing a casual clothing line too. They are also launching an outlet at the InterContinental Dhaka, where a limited collection of ready-to-wear and bespoke options will be displayed.

Undoubtedly, Zurhem has established itself since its debut as the epitome of luxury and grandeur. They have represented Bangladesh in the International fashion scene, giving it unprecedented recognition and appreciation. And they continue to shine bigger and brighter with growth and change.

**By Ali Sakhi Khan**

*Essentials —*

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*Follow them on social media: <https://www.facebook.com/zurhem>*

**Photo: Zurhem, Sazzad Ibne Sayed  
Model: Azim-ud-Dowla, Abdullah Al Mahfuz**

**Wardrobe: Zurhem**



The man who is redefining men's fashion in Dhaka with impeccable taste, quality, and bold trends has some of the best tips up his sleeve for the upcoming wedding season. Mehruz Munir has raised the standards of fashion with Zurhem, to be on par with the best International brands. It was founded four years ago in a small but elegant space in Baridhara, but earlier this year, they moved their atelier to a spacious location at Banani Road #12.