

CHECK IT OUT

Fashion diversified

With a new and glamorous take on everything pastel, and a fusion of Western and Eastern fashion, Zubaida Faiza has set up her first shop for everyone looking to add variety with a touch of flash to their wardrobe.

Located at House #11, Road #86, Gulshan 2, Zubaida Faiza Clothing, the cosy and suave flagship store provides a line of quality outfits for everyday wear and daily office, parties, and bridal events. The shop uses imported products in velvet, silk, georgette fabrics to recreate unique designs inspired by flashy, but attractive styles of Elvis Presley, Michael Jackson, and others.

However, the store was not always this diverse. The home-grown business started off with friends and families ordering from Faiza. Other than that, Faiza also attended exhibitions to showcase her designs. In mid-2017, she decided to open up her online boutique. The orders started rolling in and business started booming!

Initially, the online store only kept clothes imported from Pakistan. But now, the store has expanded to kurtis, bridal event wears and a unique range of luxury pret, all designed by Faiza herself.

In her designs, pastel shades and other bold colours are complemented with elegant and stylish patterns — long gowns in shades of peach with subtle blue designs, olive green kurtis with gold coloured patterns, all-time classy red dresses (with a traditional touch, of course) along with military style gowns and many other styles. The store also provides butterfly sleeve gowns, feather gowns, ready-made lehengas and custom bridal



lehengas, velvet and ghagras and so on. The range of styles and designs go on and on!

To cater to the royal red-carpet persona and for everyone with a love for comfort, faux fur wraps are available in limited quantities. The statement fur wraps come in pastel shades and colours such as white, black and brown to complete the royal and elegant look.

Faiza plans on adding a more personal touch to the store by bringing a variety of Abayas after winter to give a unique twist for anyone looking for a more modest, and chic look. She also plans on opening a bridal line by May, 2020. So, brides-to-be keep a lookout!

The store also has tailoring and customisation options, and all their products are showcased online as well. With many ambitious initiatives on the horizon, Zubaida Faiza is set to leave her mark on the industry.

Other than the unique and exclusive array of clothing, the shop also houses Partica, a luxury party supply store initiated by Faiza's best friend, Tasnim Mahbub (Ethica), which provides imported quality party decorations made from paper, and sparkle candles and big balloons.

From an online boutique to showcasing at exhibitions to the first flagship store, the store tells Zubaida Faiza's story of triumph and overcoming a distressing period of her life.

Find Zubaida Faiza on social media —
Instagram: @zubaidafaiza_official;
Facebook: @ZubaidaFaizaClothing
To contact Partica for the perfect party, they can be reached through their Instagram handle @shop.at.partica Or, email: shopatpartica@gmail.com #+88-0173-1254354

By Puja Sarkar



New winter wear from Gentle Park

For the trend seeking spirit of the youth, fashion brand Gentle Park has a new collection of winter-ready clothes. Their stores are decked with colourful varieties of clothes for the winter, with an eye for the trend of layering. Colours, stripes, patterns are all the rage for their blazers in a premium selection. Biker jackets, PU leather jackets, fleece hoodies, sweaters in varieties of yarns and much more are part of Gentle Park's collection this season. Alongside these, essential fashion accessories too are available at attractive prices.

You can get all these at Gentle Park's outlets and online at www.gentlepark.com or through daraz.com

For more information, visit <https://www.facebook.com/GentlePark.Bd/>



Winter wear from Artizan

Fashion brand Artizan is ready for the winter season with jackets, using leather, denim and other comfortable fabrics for these products. The designs too have been updated. Other than that, winter friendly hoodies, full-sleeve polo shirts, t-shirts, shirts and panjabis are also available.

For more information, call 01919 991801 or visit www.facebook.com/ArtizanFashion

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