

Distance shopping

Getting ready for Eid

One of the best ways of combating Covid-19 is by practicing social distancing. Such times have seen a boost in online shopping, encouraging people to resort to the internet to make sure they can shop while avoiding the risk of coming in contact with crowd.

Even though these are difficult times, our optimistic selves want to believe that we will be able to fight out of this adversity and celebrate our festivities with utmost happiness.

Gorur Ghash

How can a livestock feed brand help us with our Eid wear you must wonder? Well, amazingly, they are in fact a fashion house. Gorur Ghash is an interesting amalgamation of humour and fashion. While their advertisements are a dose of freshness and chuckle, their collection is equally tasteful.

Gorur Ghash essentially focuses on casual and western wear and brings in a very niche collection of ethnic wear which they call 'Rare Ghash.' You can find panjabis, which are a major throwback to the classic cut with clean designs matched with stylish, metal buttons.

Price: Tk 1500-1800

Illiyeen

Illiyeen is sure to give you a premium shopping experience even from home. They specialise in ethnic wear, bringing in panjabis in four tiers — Premium, Luxury, Platinum, and Sahara — all of these are sure to meet your needs.

Their website, ilyn.global puts forth their entire collection in a way that you can navigate with convenience and can find your way to exactly the style and cut you want. In addition to the plethora of panjabis they have to offer, Illiyeen has a wide range of footwear, consisting of loafers and slides to complement your panjabis. Putting together a diverse collection is easy but doing so with suave and finesse is what makes you great.

Panjabi: Tk 2950 – 6450

Footwear: Tk 1950 – 3750

Gentleman's Wardrobe

Gentleman's Wardrobe's label, Nawab, has a well curated collection of panjabis. Nawab aims for excellence. Their kurtas and Kablis are crafted with summer friendly fabrics which are sure to scream dapper and elegance.

For those who are willing to take it up a notch can opt for their panjabis or Kablis with their waistcoats, timeless statement pieces recommended by fashionistas, which can give your overall look a new dimension.

Panjabi: Tk 2200 - 3750

Waistcoat: Tk 2500

Footwear: Tk 2500

House of Ahmed

House of Ahmed is an exquisite designer offering you the best of the best. Their detailed handiwork and stitching uphold Bangladeshi traditions with their Jamdani and Muslin pieces. Their zardozi work testifies for their attention to detail and their artisanship.

House of Ahmed's high-end panjabis are the epitome of excellence, offering premium fabrics in an array of striking colours that are bound to brighten your day and uplift your spirit.

Price: BDT 6500 - 10000

By Ali Sakhi Khan

DISCLAIMER: Due to the prevailing lockdown for COVID-19 prices, availability, and delivery options may vary.



LS PICK

Panjabi with a twist

The panjabi — a timeless and traditional attire for any occasion, is an embodiment of the Bengali culture. Just as the sari is close to any woman's heart, the panjabi bears the same essence for men. Be it for a casual day out with friends and family, or for a special event, the panjabi is always a safe option and is the go-to comfort outfit for men of all ages.

Even though the time-honoured attire appears to be drab and dull on its own sometimes, it can be accessorised with a few simple embellishments. These additional accessories elevate the simple panjabi to give it a more extravagant and elegant look, while maintaining its cultural integrity.

On its own, a panjabi can look homespun and too simple, especially for formal events. Wearing a classy waistcoat or vest over a panjabi can elevate the ensemble. A sleeveless upper-body garment not only adds



rubies, diamonds, and pearls it was mainly a show of status and wealth and mostly reserved for women. As time progressed, the brooch developed into a more stylish and elegant jewellery appealing to both men and women.

Brooches for men can be found in diverse, elegant and simple patterns. Some brooches have chains attached to add a little extra glint. Such an adornment does not overwhelm the panjabi, but because of the sophistication and simplicity it brings, redefines the overall look to give a more graceful, artistic, and urban demeanour.

To pair the panjabi, a pair of well-fitted pants is always necessary. However, instead of sticking to the usual jeans or shalwar, opting for a pair of churidar would give a more chivalrous and courteous appearance. If one is uncomfortable with well-fitted pants, there are always dhoti shalwars for a nonchalant and breezy vibe.

As for shoes, nagras are classics to complement any panjabi getup. Be it a chic leather pair or a voguish bejewelled one with lace and other shimmers, a narrow footwear with a pointy end is a must to bring the entire look together.

A variety of scarves and shawls or a traditional gamucha, watches or bracelets, rings, headpieces, sunglasses for sunny days and other small ornaments hold the potential to uplift an orthodox piece of clothing.

The panjabi has undergone multiple alterations throughout the years. Despite that, it's true essence as a favourite and traditional Bengali attire remains intact at its core. The ornaments only exist to highlight the simplicity and elegance. The heritage and cultural trademarks added with a modern and contemporary twist, makes one feel close to home and look debonair at the same time.

By Puja Sarkar

Photo Courtesy: House of Ahmed



dimension to the look but also adds elegance and sophistication. The vest may be chic black or dark maroon, a vibrant gold or blue or any other colour

to complement the panjabi.

The traditional vest comes in a wide range of designs and patterns. Starting from solid colours to floral designs to bejewelled patterns, these vests and waistcoats come in diverse motifs. For the extra 'desi' Prince Charming flare, a pocket square or a handkerchief could fit perfectly in the vest pocket!

Similar to the vest, necklaces can also be worn to fancy-up a panjabi for a more grandeur look. To be more specific, pearl necklaces add a certain elegance and splendour, revamping the entire outfit, especially for weddings or during celebratory events, where a little touch of shine adds to the festive aura.

For anyone wanting a more subtle look, other necklaces like heavy gold chains, pendants and such can also be paired. It all comes down to what looks best with the panjabi and what kind of appearance one hopes to achieve.

Brooches are one of the oldest forms of body adornment, making its first appearance during the 5th century in England. Bejewelled with