



#FASHION

# The Shiny Velvet by House of Ahmed

House of Ahmed recently launched their winter ethnic wear collection - A Velvet Affair, designed to add sophistication and a splash of colour to our monotonous lives.

The fashion conscious population of the city already know for a fact that using 'velvet' as base material to any styling arrangement enhances the look instantaneously. In addition to that if there's added zardozi work, then things become more sophisticated and regal.

Based on this understanding, the supreme velvet collection had been designed by the renowned fashion brand. The new collection is not only chockfull of impeccable motifs and unique zardozi craftsmanship but also exhibit vibrant colours that are hard to find elsewhere.

The entire range is consistent of darker colours such as black, royal navy blue, emerald green, maroon and then shifts to lighter, more playful tones like bright red, mauve, yellow, mint green. The muslin dupattas with light zardozi craftsmanship elevates the velvet attires for the wedding and winter event season, and even more.

The whiz designer Ahmed, proprietor of the fashion brand House of Ahmed discusses the reason behind a separate velvet line.

"Every winter we are faced with a range of wedding parties to attend, and every time we dress, we look for heavy clothes to shield us from the chill of winter. That's not the end of it all; we get to layer these very clothes with more drapery such as capes and shawls to complete the winter look. But in this case, we don't need to do so much, the silk velvet will easily look gorgeous as party wear and also keep us warm when necessary," revealed the designer.

The head designer also informed us that the velvet has been sourced from abroad and gives a unique sheen that is uncontested.

"You can notice the shine from faraway; it's simply a dazzling collection that requires no other embellishment to further accentuate. Each design is 'regal' as a



standalone piece," added Ahmed.

So why did House of Ahmed particularly dazzle us with this wonderful velveteen collection?

Because it is their niche line-up of festive winter wear attires designed to help one get ready for winter appropriate events.

This bit we get, but what about the upcoming springtime or the summertime?

To be more precise we wonder whether we have to shelve the clothes for an entire season and bring it out only in the short span of the Bangladeshi winter.

Ahmed assured us immediately that the velvet material is so soft that it can be worn in any season, especially with air



conditioning facilities present.

So, in short what we can say about this beautiful collection is that it's certainly a 'must-have' compilation, which can be included in our wardrobe -- for every season.

**By Fashion Police**  
**Photo:** Kaushik Iqbal  
**Model:** Sonia Yeasmin Isha  
**Wardrobe:** House of Ahmed  
**Styling:** Troyee Chowdhury  
**Location:** Hotel Amari, Dhaka