

Aarong opens new multi-brand shopping destination

With an unparalleled motto of making shopping 'inclusive,' Aarong launched its latest multi-brand retail outlet on 5 February. Aarong has given up its iconic Gulshan outlet and has now set up shop in a new location to enthral and excite swarms of shoppers in the capital's Tejgaon. The event was gracefully inaugurated by Tamara Hasan Abed, Managing Director of BRAC Social Enterprises.

"The new outlet gives the full Aarong experience; it houses all the sub brands created under Aarong so shoppers can see what we have to offer in our entirety. When a shopper enters through the doors here, we want to excite their senses and calm



their souls," reveals Tamara.

In reality though, exciting all five of our senses starts even before you saunter into Tejgaon's Aarong; it starts when you drive into its premises to notice a wall of vibrant art that is quintessentially Bengali. Inspired from the majestic peacock, this wall features 10 artists as they take us on a journey of hope and renewal.

It's only natural for hope to be a theme at the new Aarong, especially since the economy and retail businesses continue to face an uphill battle recovering from last year's viral hit.

"Recovering from last years unprecedented losses has been difficult. What kept us going was hope and

optimism, rather than fear, with everyone in our team working exceptionally hard. Our artisans are resilient and our customers have remained loyal and we're super excited about this expansion. This is what Aarong has to show for itself and that it proudly does," reiterated Tamara.

Occupying a 35,000 square feet outlet, the latest Aarong houses all that the brand is loved for. Check out what's hot at TAAGA and TAAGA MAN and embrace everything hip and youthful that life has to offer. Stroll past HERSTORY by Aarong and appreciate how beautifully it plays with ethnicity while still keeping things modern. Drop by Aarong Earth and "come back to nature," as its tagline goes, to fall in love with



skincare and herbal remedies to discover a rejuvenated you. All these, of course, come alongside racks and racks of Aarong classics — kurtis, handbags, shoes, handicrafts, ornamental showpieces, toys and clothes for children — you name it, Aarong's got it!

More to come at this outlet is a two-story open-air café and restaurant to complete your shopping experience in its truest sense. Tagging Tejgaon's Aarong as a 'must-visit' is an understatement; you simply have to experience it rather than just read about it to know why!

By Ramisa Haque
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