

#FASHION

SADAKALO

Wearing history *in* BLACK and WHITE



The way we dress and present ourselves has been woven into our cultural identities as far as one can recall. As cultural holidays and events come along, our clothing and appearance reflect the essence of the Bengali history and tradition. One of the recognisable and go-to fashion houses which cater to engulf and enhance the Bengali tradition and history is Sadakalo.

For nearly two decades, Sadakalo has been a brand with unique concepts, featuring designer clothing only in the monochrome colours of black and white. With time, the brand has expanded and the designs have become more playful, intricate and a symbol of patriotism and bold emotions. Their new line is a heartfelt expression of respect and gratitude towards the legacy behind Ekushey February.

As Ekushey February is right around the corner, Sadakalo's new line of designs lives up to its reputation of exceeding elegance and embodying the glory and mourning which comes with this day. Utilising Bengali alphabets and intricate motifs and patterns, the line stays true to the day's historical significance with elegance and sophistication.

With its roots deeply embedded in

the Bengali heritage, the designs in this year's line are not only appropriate for the current status quo but also highlights nationalism by featuring Bengali calligraphy or 'bornomala' in playful and dynamic prints. The signature monochromatic appeal combined with minimalistic block prints and dynamic motifs add elegance, while the use of slab cotton brings in comfort.

This year's line offers saris, single kurtis and kameezs for women and single panjabis for men in simplistic yet detailed designs. Side by side, kameez sets and panjabis for children are also available. Sadakalo is actively keeping up with time to keep traditional clothing in trend by introducing a plethora of designs and styles for people of all ages.

Sadakalo's wide range of designs,

patterns, styles and bold contrast of colours within the monochromatic platform remains iconic for any national holiday or event. All in all, the patriotism and heritage attached to the fashion house remains evident on its clothing and is a fluid expression of the Bengali essence.

Sadakalo exhibits all their designs online and offers home deliveries through <http://sadakalo.net/> and their Facebook page.

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Photo: Sazzad Ibne Sayed
Model: Shela and Jessia
Wardrobe: Sadakalo
Make-up: Noyon Ahamed
Styling: Zabin Iqbal
Location: InterContinental Dhaka