



#FASHION

Beautiful MRINMOYEE Jewellery

Photo: Mrinmoyee



Two friends, Samia Rashid Hai and Rakhshanda Mabin, both jewellery enthusiasts, decided to start a company back in 2016. The reason was clear and simple — they wanted to share their love for jewellery with everyone, including friends and family.

"I used to order bespoke jewellery all the time; some of the designs were manufactured based on inspirations while others were jotted down on spot. Later, when people began to appreciate the creativity, inquiring about the sources, that's when the idea 'to start a jewellery business popped up,'" revealed Hai, co-founder of Mrinmoyee.

Both of the friends decided to name their line after the central character in one of noted novelist Humayun Ahmed's, popular books. "The name Mrinmoyee is very close to our hearts," said Hai.

Rakhshanda Mabin, the co-founder, also spoke about the unique selling point of their brand. "We want to portray Mrinmoyee as an affordable jewellery line which evokes the feeling of nostalgia. Our items are marked at

a reasonable price and can be easily procured by everyone, including students. The inspiration behind each design is based on our age-old traditions, and heritage inspired," Mabin said.

And true the entrepreneurs were to their words; every piece at Mrinmoyee is unique, the *chabir gocha* is Mughal inspired, the *khonpar kata* is an exact replica of what our grandmothers used to wear during their times. With a mix and match of extraordinary designs that are both timeless and innovative at the same time, Mrinmoyee promises to provide jewellery that is unique and yet very much relatable.

So where does the Mrinmoyee team wish to see their little venture in the future, especially when their brand has already won the hearts of many?

"We want to go global," confided Hai.

She continued to say, "There's a huge demand for our silver and antique-gold, coated brass jewellery abroad. And we want to capture this clientele and provide them with tasteful pieces that are entirely 'Made in Bangladesh,'" revealed the beaming entrepreneur.

To show the innovative Mrinmoyee team some love, I have already ordered an eye-catching pair of danglers from them. What are you waiting for?

By Fashion Police
Photography: Rumki Rahman
Model: Sobia Ameen
Jewellery: Mrinmoyee
Essentials:

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Contact: 01740-159709