



#PRESS RELEASE

Meet and Greet Prelude to TRESemmé 'Spring in Bloom'

A three day 'sustainable fashion exhibition' organised by TRESemmé and in partnership with the Fashion Design Council of Bangladesh (FDCB) will be taking place between 18 and 20 March at the Edge Gallery, North Avenue, Dhaka, to portray the beauty and importance of slow fashion in today's fast paced world.

Flash Shows have been arranged at the programme, dated 19 and 20 March at 6PM sharp to showcase the designers and their elaborate works. The timing for the exhibition has been marked as 10AM to 8PM daily, for all three days.

A meet and greet session had been arranged on 10 March, prior to the exhibition, to introduce the designers and reiterate their reasons behind advocating slow fashion. Influencers and renowned bloggers had been invited at the event to mark their cooperation in teaching the next generation citizens about the benefits of eco-friendly, sustainable fashion, sustenance of heritage, and slow fashion. Maheen Khan, president of FDCB, took some time to speak to this correspondent about the ideology behind the initiative.

"We are slowly losing our culture and getting inclined towards a more homogenous lifestyle. While that is apparent due to the World Wide Web and highspeed Internet, we must also remember to acknowledge our roots. Because once that is lost, we become nobody," said Khan.

Shabit Shafiullah, Category Head – Haircare, at Unilever Bangladesh Limited also spoke to this correspondent regarding the three day event.

"TRESemmé is excited to partner with FDCB for 'TRESemmé Spring In Bloom' Sustainable Fashion Exhibition 2021. Our relationship with FDCB goes a long way and we are happy to support them in their endeavour to uphold and showcase sustainable fashion in the country," said Shafiullah.

Maheen Khan also expressed her feelings about the influencer culture that is common amongst millennials today.

"There are many people who the next generation look up to, and it is our duty to inform them about the uniqueness of our culture, and in turn, their duty to portray the same message to the youngsters. This is probably the best way to get through to the next generation," stated Khan.

And right she is. Because until and unless the next generation is on-board with our intentions to go back to our roots, nothing will ever change; they are the torch bearers and our sole hope to a changed world, a better world that values heritage, uniqueness, and individuality.

By LS DESK

Photo: Shahrear Kabir Heemel

Models: Jolly

Stylist: Zabin Iqbal

Wardrobe: Studio Mayasir by Maheen Khan

Makeup and Hair: Ferdous Ahsan Orko and Shams Romon