



#FASHION

Modest fashion by Tahoor

Butterfly shaped kaftans, oversized capes and bell-bottom pants. We are not only discussing our Eid wardrobe wish-list here, but what is trending in the world of modest fashion.

Modest fashion has taken the world by storm in recent years, not only because it's popular with the Muslim women, but also with everyone else who believes in 'timeless and sophisticated' fashion statements.

Restrictive, tight-fitting clothes have had their moment in the fashion calendar, now it's time for the longer-length, looser fitting clothes. Yes! You heard it right; an amalgamation of the '70s and '90s is back being trendy again.

Lisa Hossain, mother of two and a banker by profession, prefers to wear the loose-fitting kaftan over her regular jeans and t-shirt when she steps out of the house. "I feel so comfortable and liberated and that's style for me," admits Hossain.

Hanium Maria Chowdhury began her fashion initiative Tahoor with the sole aim of providing fashionable clothing to those who prefer to wear modest fashion wear. "Back then, there was a serious scarcity in the segment. Personally, I didn't find much option regarding modest fashion wear even though I loved experimenting with



new styles and designs. Hence, my own journey encouraged me to start Tahoor. Today, I have nine branches around the country including, Dhaka, Chattogram, and Sylhet. People from all segments of life come to buy our clothes, not just Muslim women but everyone who prefers a loose-fitting, comfortable and trendy styling

that is timeless and sophisticated," said Chowdhury.

Rudmila Khundkar, an avid fan of modest fashion, relays to us her reason behind being an ardent fan.

"Modest fashion can be worn all throughout the year; I can wear a cotton midi during the summer season. It looks so

feminine and attractive. During the winter, I can wear the same thing, coupled with a cape or a jacket and leggings. I can even accompany a scarf with the same styling and look no less than a French actress," giggled the fashionista.

Modest fashion has become a huge deal in the global fashion arena, including Bangladesh. Tahoor's collection is available online, on various e-commerce sites including Evaly, Priyo Shop and Daraz.

"I am surprised that people even go to online sites to buy our fashion wear. It must mean that we are providing something that customers really want," said Chowdhury.

We can also say that it is a trend that we have seen before and one which we have chosen to retain and wear all throughout the year and eras.

By Fashion Police
Photo: Wedding Angels by Nusrat Oni
Models: Tazkia, Nazifa, Raina, Anika, Roya, Mysha, Parcha, Shoily
Jewellery: Kolors of Kathmandu
Bags: Rim Bangladesh
Wardrobe: Tahoor by Hanium Maria Chowdhury
Hair and Makeup: Glam Addiction by Mysha
Location: Shebakunjo