

Aarong now ships to Australia, UK, and USA

Bangladesh's largest and most popular lifestyle brand is now shipping online orders to Australia, the United Kingdom, and the United States of America through aarong.com.

We have partnered with DHL to offer express delivery within seven business days to these international destinations. Customers can place an order through our website or through our mobile app on the Google Playstore and the apple app store.

"We want to connect artisans in Bangladesh to customers around the world," said Tamara Hasan Abed, Managing Director, BRAC Enterprises. "This has long been our vision and we hope to launch in more countries within the next few years."

Aarong is offering free shipping to these locations when customers purchase over a certain amount. Currently, there are no physical Aarong outlets outside Bangladesh and aarong.com is the only sales channel of Aarong for placing international orders.

Eid discount offer at Cats Eye

Renowned fashion house, Cats Eye is offering a discount on all online purchases ahead of Eid ul Fitr. Log onto www.catseye.com.bd or check their verified Facebook page for more information.



Kadambari Exclusive by Razbi



Keeping the coming festival of Eid in mind, this online store has brought out over 25 new designs in saris.

Without compromising on the glam factor, all of the saris are made from comfortable fabrics. The hand stitched saris range between Tk 3000 to Tk 10000. Kadambari believes, customer satisfaction is the key and clients from Dhaka will get delivery absolutely free within 48-hrs.

Please visit <https://kadambariexclusive.com> or in their Facebook page: <https://www.facebook.com/KadambariByRazbi> to place orders.

Pretty in pastels with Rose by Nizhu

Rose by Nizhu, a popular designer's collection of Bangladesh has developed a fitting Eid collection for 2021. The latest wardrobe by the fashion house consists of minimalistic designs in soft and sombre colours like pastels and corals. The owner and designer, Rojina Akhter Khanam Nizhu dedicates her latest line to all the people suffering from the pandemic and the blazing heat of the season.

"We need some life back into our dreary lives, we need to forget about the pandemic for a moment and enjoy our lives, even if it means staying away from loved ones momentarily. I really hope our latest collection energises people and helps seal their lives with a fresh perspective," said the designer.

While discussing furthermore, Nizhu also deliberated the safety precautions her team had been taking throughout the pandemic and the production process of the fashion label.

"Safety comes first from every angle and that's why all our employees have been taking adequate measures since the beginning. We make sure that our packaging and shipments also follow strict sanitary measures. Finally, all being said, I would like to mention that we need to save our fashion industry during the turbulent times, but only through prioritising our health first and that can only be achieved through online shopping," reckoned the designer.

Hence, Rose by Nizhu has made all sorts of physical presence by the brand, stationary for the moment, till the virulent disease has been largely eradicated, and instead plans to exist 'online only' for the betterment of the customers.

By Fashion Police

A high-end fashion label by Le Reve

Nargisus, the first high-end label by Le Reve is launched with the concept of beauty, passion and charm in elite fashion. The whole label contains not just party wear, but all kinds of attire to fulfill your dream style solution according to your mood.

Every outfit of Nargisus is made from high-quality and pure muslin, satin-viscose, silk, chiffon, tissue, organza, faille and cellulose-based fabrics.

For those who like to stand out from

the crowd at any special event, they have added the latest trend details and silhouettes to each of Nargisus designs. Fashion-savvy people will find celebrity-style *sarara-kameez*, party-gowns, long tunic and shrug, skirt-tops, skirt-palazzo, extra length salwar kameez sets and much more.

Nargisus by Le Reve is available at Le Reve's website lerevecraze.com. Stay tuned for latest updates at <https://www.facebook.com/lerevecraze>.

Songs of the stitches by Label Imam Hassan

The current pandemic reminds us again how important it has become to shift focus from a purely materialistic lifestyle to a more holistic approach. With the climate crises deepening over the years, it has become inevitable to prioritise sustainability in all forms of existence, including the world of fashion. So what does this term – sustainability — actually mean?

Sustainability, particularly in the fashion industry is an ideology, a movement, where the fashion industry incorporates ecological integrity and social justice into its core principles.

It is, in fact a matter of pride for the Bangladeshi designers, to be familiar with the subject matter for a long time now and designer Imam Hassan elaborates, on this note.

"Fashion in Bangladesh, since its origin has been largely sustainable, to clarify we can use the example of the *nakshi kantha*; these amazing hand-woven summer quilts were made from old and discarded saris of



our mothers and grandmothers. Even the thread for the 'straightforward *kantha* stitch' would be taken from the *paars* of old saris and everything would be upcycled to make a new form of textured cloth that could be

used as a decorative furnishing or a summer quilt," informed the designer.

Inquired on how the designer was using similar ideologies for his own designs, he gladly remarked, "Based on a similar philosophy, I have tried to modernise the *kantha* culture and bring it forward to the world market via haute couture. Through my brand Label Imam Hassan, I have created kimono style, light-weight *kantha* jackets or summer coats, which can be fashionably paired with khadi pants and organic cotton skirts. I have particularly made sure that each jacket is upcycled from old leftover saris and adequately processed into brand new, export quality '*kantha-kimono*' jackets," revealed the designer.

Label Imam Hassan has been working with sustainable fashion since day one, and regularly makes haute couture wear with local fabrics and designs, for the fashionistas of today.

By Mehrin Mubdi Chowdhury
Photo Courtesy: Label Imam Hassan