

#FASHION

# Leather Bespoke: Custom-made leather products

This is the story of Shamim Shorif, founder and chairman of the brand Leather Bespoke, and as the name suggests, he is also a person who wants to make a name for himself in the famed industry, already occupied by super successful conglomerates.

"I have always had a knack for leather products, and realising the potential that Bangladesh provides with authentic cow leather, I always felt leather was a viable business, even for a newcomer like myself," said Shorif

He began operations with Leather Bespoke back in 2019 by opening a small outlet in Banani 11, that too within Shwapno, a popular grocery and retail brand of Bangladesh.

"My idea was that even if people didn't buy my products at first, they would at least get the chance to see them upfront and that



"Sure, the journey had been extremely difficult at the beginning, but as time went by, I met a lot of people in the business who helped sincerely, especially after seeing my severe dedication towards the trade," claimed Shorif.

And perhaps, he is quite right, because Leather Bespoke has

made quite a name for itself in the B2B market as well as the regular retail market.

"I do a lot of research on trends, the maintenance of high quality is what makes my customers happy. Based on that sincerity, today, I have come quite far."

Whatever the future may hold for Leather Bespoke, Shamim Shorif's will is unyielding and maybe just because of that, his business will go up by leaps and bounds very soon. And maybe it's about time we checked out his online page as well, to get a better glimpse of bespoke leather.

**By Fashion Police Essentials**

<https://www.facebook.com/leatherbespoke>  
**Photo: Leather Bespoke**



was enough for me, at least for the moment," revealed the entrepreneur.

Not being lucky enough to hail from a family that was already invested into the business for generations, Shorif realised his fight to reach the top was jam-packed with obstacles.

"I didn't let anything in the world bother me. I didn't let the lack of knowledge or connections in the field deter me from reaching my goal. I kept on working hard, getting the best of artisans to work on my designs and sourcing-procuring original leather from authentic sources.

# Stay at Home Eid with Suvastraa

Eid is almost knocking at the door. While this year may be a sombre repeat of the year before and we are stuck at home trying to stay safe and secure from the virulent disease, some of us are not as upset as we used to be earlier. We have, by now, realised that there's a silver lining to every depraved situation, and based on that notion, we wait patiently for the situation to improve.

As we wait, few perks are added to our lives, such as online shopping for 'everything in the world' including fashion items, especially to maintain sanity and cheerfulness – also, not to mention the steady livelihood of the thousands of artisans and entrepreneurs of our country who would otherwise lose their jobs if we failed to support their efforts.

Hence, to all the naysayers, we'd like to say it is extremely normal to scavenge the net before Eid, trying to find out the best traditional wear for a hearty, sane, stay-at-home celebration for ourselves.

Based on this notion, we spoke to a few designers, including Nadira Afsana Haque, the lead designer and founder of the brand Suvastraa by Nadira Haque, to learn more about her collections for Eid-ul-Fitr 2021.

"Surely, this Eid is a bit special as we face another year of COVID-19 and associated lockdowns. But the human spirit is



inflexible, and to further keep our spirits alive, us designers are working hard to normalise the situation as much as possible and that means presenting our clients with brand new collections for Eid," said Haque.

While looking through her collection, we also noticed that Nadira Haque has developed two separate lines for this year, with two completely different looks. One highlight bright colours and



is more season appropriate, whilst the other collection is more inclined towards gorgeous night parties.

"I developed the summer light wear category, with bright colours and aesthetic zardozi work to uplift the mood instantaneously. These clothes are majorly in shaded muslin and look fantastic when worn during the day. The second collection is more appropriate as evening wear, but less 'bling' considering the pandemic and the lack of night time elaborate parties. Suppose, a couple wants to celebrate between themselves or with immediate family on Eid day and they want to wear something different than their usual lounge wear; they can easily have a look at our evening wear collection," revealed Haque.

And true she was, while looking through her evening wear collection we noticed that each sari rather than being chockfull of embellishments or embroidery, rather focused on the fabric which was shimmery, soft, and a super easy drape.

Whatever your final choice for Eid maybe, we only wish that you stay safe, and hearty.

**Eid Mubarak!**

**By Fashion Police**

**Photo: Suvastraa by Nadira Haque**