

#FASHION



SaRa Lifestyle

With an idea ignited in France and a vision carried out in Bangladesh, SaRa Lifestyle is a clothing outlet that combines style and versatility. Following the paths of international lifestyle houses like Nautica and Columbia, SaRa delivers everything under the sun, as long as it's related to fashion, to consumers based in Dhaka. Even though SaRa is new to the game, having started operations just two years ago, the plethora of experience it brings to the table is anything but.

"SaRa is a sister concern of Snowtex Group which is a diversified and integrated woven garments manufacturing industry. This means that we have brought in experts from Snowtex and also recruited specialised personnel to make up the team of SaRa. So, we may be new but our skill isn't," boasts Priom Ibna Amin, AGM of operations at SaRa Lifestyle.

Tapping into the strengths of the retail mogul it hails from and making maximum use of its

own resources, SaRa, thus, has an arsenal of polos, t-shirts, tunics, chinos, trousers, formal pants and an impressive volume of traditional and western women's wear. But SaRa's specialty is arguably its incredible variations of bomber jackets and coats. Made with duck feathers, the feel is incomparable and the wear is snug: perfect for winter!

win situation where they manage to capture maximum customers at the cheapest possible rates. And, so, the bulk of the country's consumers, that is, the middle-income group is given the utmost priority at SaRa. This is why prices at the outlet start from just Tk. 300. But that's not to undermine SaRa in any which way. In fact, more high-end wears like hand-woven saris



For summer, however, SaRa's uncompromising nature in its use of fabrics is the real champion. Most of its clothes are made entirely with cotton and are tested in labs to guarantee quality, comfort and are sun-friendly!

Among the positives, what truly makes SaRa stand out is its unique philosophy. "We want to make SaRa accessible to everyone. Here, we have in store, clothes that can be used by infants, children, adults and even senior citizens. But more than that, we pride ourselves on catering to the middle-income group of Bangladesh," shares Amin.

SaRa strives to make its products accessible and formulate a win-

and other luxurious clothes are in the making at SaRa.

Currently, SaRa manages and runs four outlets around Dhaka city. With plans on opening more stores, national domination is too low of a mark for this retail power. SaRa strives for international recognition, stepping into global markets of Asia and Europe within the next five years. From its projected successes and present trajectory, making speedy headway on that frontier is all but guaranteed!

By Ramisa Haque

Photo: SaRa

Website: <https://saralifestyle.com.bd/>

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