

# Sustainable fashion with Lá Mode

We often assume that foreign brands entail a better quality product. This belief takes away credit and beauty from our own local goods and crafts. To restore consumer faith in the tag “Made in Bangladesh” both locally and internationally, Fahmida Islam and Fahim Shafiqul Islam started Lá Mode, a small local business selling handcrafted bags and footwear, which continues expanding even today, in 2021. The two entrepreneurs started off their business with an intention of putting our local heritage and craftsmanship under international spotlight.

Unlike most other fast fashion companies, Lá Mode’s

target is not just to create fashionable footwear and handbags and stay up to date with trends. The business aims to elevate their customers through their hard work of creating unique designs, extracting inspiration from their climate and locality.

Essentially, the products are not only fashionable and a chic addition to one’s wardrobe, but also an embodiment of the country’s heritage. What sets Lá Mode apart is their inspiration from their local surroundings and people, and also their attention to customer feedback to add personal touches to the designs.

This monsoon, Lá Mode has introduced weatherproof Plexi Flats, which remain resistant to water damage. Seeking inspiration from nature’s subtle beauty after a peaceful

and calming rain, the sandals come in a range of decadent colours adding a touch of colour and magic. Other than that,

slippers, mules, loafers, ballerina flats, platform heels, kitten heels, sling backs, ankle straps, Oxford shoes, wedges, gladiators and more designs are available ensuring something for everyone and every occupation.

As the brand is still growing, while

maintaining its quality and sustainability goals, footwear for men and children have not yet reached the shelves; nevertheless, both demographics are a part of their expansion interest.

Lá Mode also provides unique and fun DIY jewellery making kits consisting of ten different pieces of faux leather scraps along with various jewellery making tools. This kit is not only a creative way to make leather jewellery like earrings and bracelets with unique designs, but also a fun activity to do with family and friends!

Additionally, Lá Mode’s DIY Tote bags, 100 percent cotton and stitched by their own female artisans from Cox’s Bazar, entail that one can design thread patches as per their liking.

Lá Mode’s range of creative products do not stop here. They have started taking steps to ensure sustainability from this year. The intention behind this step was to provide something valuable for their clients but also less taxing on the environment. All their products are made from faux leather, ensuring cruelty free footwear, bags, and jewellery. Additionally, to reduce waste, the brand now reuses leather scraps. Although taking such green initiatives was not an easy habit to adapt to, the brand remains determined to fight for the environment.

A significant part of Lá Mode’s sustainability is to reduce and reuse. In the last few months, the brand has reduced wasteful production prominently and has encouraged

circular fashion and boosted their production based on demand, whether it is seasonal or not. This assures durability and keeps stocks fresh and up-to-date. Furthermore, they plan on going local and supporting local resources as importing material can contribute to carbon footprints and boost self-dependency in the economy respectively.

Currently, three stores are open across Dhaka — Dhanmondi, Bailey Road and their flagship store in Banani, however, strictly on appointment basis. Keeping safety in mind, a “Virtual Shopping Experience” service is provided where clients can book an appointment on working days to receive a personalised tour of the store from the comfort of their homes.

With Eid-ul-Adha coming up, Lá Mode has exciting things in store, with options ranging from casual to formal, and everything in-between. Better keep an eye out on their website, Facebook, and Instagram pages!

Lá Mode is proud to be representing Bangladeshi craftsmanship at home and abroad, being available on Amazon Prime for swift overseas delivery. Their footwear lines are handmade with love by their *karigars*. They also take orders where one can add a touch of uniqueness as personal accessorising. All in all, Lá Mode is the one stop needed to support sustainability and also get unique and creative with footwear, jewellery, and bags.

**By Puja Sarkar**  
**Photo: Lá Mode**



## #PRESS RELEASE

# Nakshi Kantha T-shirt: New innovation of Jothashilpa

Jothashilpa is a centre for traditional and contemporary arts. Since its inception, it has been working to promote, revive, develop and enhance the value of local arts in Bangladesh. With the aim of building a bridge between traditions and technologies by developing innovative products for modern day life, Jothashilpa brought Nakshi Kantha T-shirts for the first time in the Bangladeshi market.

The idea behind the new Nakshi t-shirts comes from an inspiration to promote and revive our Nakshi Kantha traditions, including ancient Satgaon kanthas (commonly known as Satgaon Quilts). In 16th century Bengal’s Satgaon, Portuguese merchants commissioned a special kind of quilt to Bengali artists based on European



designs.

The ingenuity of these quilts lies in the Bengali artists’ creativity and ability to blend foreign designs onto the traditional

kanthas. As the Portuguese left our country in 18th century, the production slowly died away. But the extraordinary Satgaon artists left a permanent mark in the artistic growth of the Bengal’s quilts.

Our rural artists still proudly carry the tasteful and aesthetic tradition of Nakshi Kantha. But unfortunately, the technology-based Euro-centric civilisation and lifestyle are rapidly taking over the world today. So, the traditional art practices are fading away and the local artists are constantly struggling.

Jothashilpa intends to pay homage to these artists and their age-old craft. The new Nakshi t-shirts are an effort to introduce our traditional hand embroidery to the world in a new,

fashionable form. It is also an initiative to sustain our rural artisans by providing them with a livelihood and proper recognition.

One of the new Nakshi t-shirts has landscapes of six seasons hand embroidered in style of Nakshi Kantha directly on them. The other one is decorated with unique Satgaon Kantha motifs. The t-shirts are available between 10AM and 8PM at Jothashilpa centre in Dhaka’s Adabor. Customers can also order the products online from their website and Facebook page.

Website: <http://www.jothashilpa.com/>  
Facebook: <https://www.facebook.com/jothashilpa/>