

#PRESS RELEASE

Bishworang's Eid-ul-Azha Collection

Blending our deeply rooted traditions and international trends, Bishworang has brought their Eid Collection for the year 2021.

The fabrics of choice have been dupion silk, joy silk, tussar silk, soft silk, katan, etc. The colour scheme includes off-white, red, maroon, royal blue, green, and golden. The dresses have been embellished with embroidery, zardosi, karchupi, cutwork, and screen print.

One may shop at the comfort of their homes by logging in at www.bishworang.com or their Facebook page, Bishworang Fan Club.



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Mahfuzur Rahman, Executive Director of Mermaid Beach Resort, said, "We have ensured the highest standards of hygiene



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Badhon wears Aarong Jamdani at the Cannes Film Festival

Azmeri Haque Badhon, star of 'Rehana Maryam Noor', only the second Bangladeshi film to have premiered at Cannes, grabbed the spotlight on the red carpet in her stunning Jamdani and silver jewellery, designed and styled by Aarong.

The sari worn by Badhon was a 100 thread count beige-olive half-silk Jamdani adorned by golden 'jori' thread. It takes nearly 90 days to craft one Jamdani sari of this quality by handloom artisans based near Sonargaon, Bangladesh (a World Craft City recognised for its history of Jamdani weaving). The attire was accessorised with hand crafted silver jewellery, the highlight of which was an ornate stone studded silver choker extending onto the back of the actor's blouse.

"Azmeri Haque Badhon has made Bangladesh proud by elegantly representing our Jamdani heritage on the red carpet. We are thrilled about the attention and interest

it has brought to the craft and to have supported Ms Badhon on her journey to Cannes," said Tamara Hasan Abed, Managing Director, Aarong, a social enterprise of BRAC.

"I have always dreamed about wearing an Aarong Jamdani one day at a special event. After reaching out to Aarong about my participation at Cannes, they shared their idea (about my possible wardrobe styling) and the sari, I had no doubt that this is what I would wear on the red carpet. I am grateful to everyone at Aarong who had worked relentlessly on a tight timeline to put this together," said actor Badhon.

Aarong has historically played a significant role in preserving, promoting

and sustaining Jamdani craft by holding exhibitions, fashion shows, and supporting research through the decades. Most recently, at the Jamdani Festival 2019,

held in collaboration with several partners, 200 by 200 thread count khadi cotton Jamdanis were produced for the first time in over a century.

Jamdani has been recognised as a UNESCO Intangible Cultural Heritage craft in 2013. Much of the Jamdani motif designs are weaved by artisans from memory and have been passed down through the generations. Aarong has worked towards documenting these motifs, and promoting a resurgence of the craft.



#FOOD

Eight years of connecting food enthusiasts

Since the last eight years, The Food Talk has built a community of food enthusiasts, bringing together owners and customers under one platform. "The goal of The Food Talk is to create a community of food lovers and the cornerstone has always been peer-to-peer learning," said Taskin Rahman, Founder of The Food Talk.

To celebrate their eighth year, The Food Talk arranged a live session entitled "Palate and Perceptions: The Evolution of International Cuisine in Bangladesh" on 7 July, 2021. This live discussion brought together food connoisseurs including perceptions of restaurateurs, reviewers, bloggers, and the media under the limelight.

The interactive session provided a holistic synopsis of the food industry, including discussions revolving around the altering culinary landscape, importance of food reviews, challenges in the restaurant

industry, and consumer perceptions.

Farhan Quddus, having experienced the evolution of the food industry, hit viewers with nostalgia by describing the food scene in Dhaka from the '70s. While back then, options were limited and eating out was a rare treat, cafes and fast-food shops started popping up by the end of the decade.

"In the '80s, people started flying from abroad and brought along their cuisines too, such was the advent of the Korean cuisine. The '90s was a game-changer when food and entertainment were combined, and after the year 2000, people witnessed a complete revolution," he shared.

Having seen the evolution in food trends for a couple of decades, Raffat Binte Rashid, Editor of Star Lifestyle, The Daily Star, shared her valuable opinion regarding reviewing food.

"Back when we started two decades

ago, the scenario was completely different when we would rate restaurants by stars based on some relevant criteria. However, now, reviews are often questionable due to some practical factors involved where authenticity is compromised," she informed.

Another speaker, Ali Arsalan, co-founder of Izumi, pointed out the most important parameters to ensure in order to successfully sustain in the restaurant business while maintaining quality, consistency, and authenticity. He mentions that sourcing high quality raw materials and skilled chefs combined with the constant desire to improve are key.

Nashra, Founder of Soi71, shared her journey where she chose to reintroduce Thai cuisine to Dhaka, by crafting a menu keeping health and taste in mind. "We support local people and produce as much as possible while strictly adhering to the

authentic Thai palate, which enabled the transfer of skills and secrets to local chefs in the process," she mentioned.

Labib Tarafdar's brilliance is defined by going from one cart to 16 outlets within eight years, while serving the mass market in a highly competitive industry. Madchef and Cheez being his brainchild, Tarafdar points out the challenges faced while operating in the restaurant business, which include factors of price and people's perception.

In Dhaka, where food is synonymous to socialising, groups such as The Food Talk come into play to ensure better food experiences for people through honest reviews and exchange of knowledge, while building an amazing community of people with common interests.

By Fariha Amber

Khazana opens up their kitchen for home delivery

COVID-19 can no longer prevent you from appeasing your taste buds and the finest cuisines from your favourite fine dine restaurant, Khazana.

"We are re-engineering our guest experiences with zero/low associate engagement (including digital ordering and e-payment solutions). The partnership with food delivery apps will assist us in responsibly delivering our unique culinary experiences using their advanced distribution network," said Avishek Sinha, CEO of Khazana.

Re-inventing their traditional dining model, Khazana is exploring newer avenues to stay connected with their patrons. Khazana recently forayed into Street Menu gourmet food delivery to give a taste of the streets of India from the comfort of one's own household. Guests can choose from selection of kathi roll to paw bhaji or Mumbai kalija singara and more.

On the weekends, they bring the Kolkata vibes every morning with a selection of their best choices of breakfast items like luchi cholar dal, sambar vada to panner paratha. People missing travelling to Kolkata can relish those memories with it.

To make life easy for the ladies who are not getting breaks from their husbands and children the whole day in this lockdown, Khazana launched thalis in both vegetarian and non-vegetarian options to give the home maker a deserving break.

For more information, call 01711476379 or log on to: www.khazanadhaka.com