

The power of a befitting lingerie

Lingerie shopping in Bangladesh is a three-pronged challenge, often disappointing! When looking for quality, you will dreadfully discover the markets being flooded with leftovers from European and American RMG orders, the sizes of which were not exactly built for individuals of the Indian subcontinent. Second, evaluating choices will prove difficult; there are not many. Sizes in local markets are limited, and if that's in your favour, designs will leave you second-guessing. Finally, you'll resort to "the easier route" of importing your lingerie via close friends or family, which will prove far more expensive than locally-produced goods, not to mention the waiting period, culminating to your inevitable disappointment.

Refusing to bow down to these colossal fails time and time again, visionary entrepreneur, Monoshita Ayruani took matters into her own hands. She identified a niche in the clothing industry of Dhaka and worked in small but steady steps to claim it. Enter Shape.

"Born more out of frustration than inspiration,"

as Ayruani puts it, Shape is a women's lingerie brand breaking glass ceilings by reinventing the way we look at undergarments. Shape is not your typical, veiled-in-secrecy lingerie store tucked away in some lonesome corner of a mall or a street. A virtual business for now, the social media presence of Shape is real and unapologetic, blissful and brazen. The page dares to start conversations others would shy away from and aims to spread awareness. It does so about a few things.

Whoever said size does not matter was certainly not shopping for their breasts! Here, two sizes, in fact, are paramount: band number and cup letter. Both are different than one another but can easily be measured using a tape.

For the band number which can range from 32, 34, 36 and 38, take the measuring tape and take it around the bottom of your bust, holding it snug at your torso. Round up the figure and you have your band number!

For the cup size, hold the tape a bit higher and measure round the fullest part of your bust. You can hold the tape a bit looser than

before but still remember to round up to the nearest whole number. Subtracting your cup size from your band number will reveal your bra size!

A difference of 0 is AA, 1 is A, 2 is B, 3 is C and 4 is D. Likewise, a difference value of 5 is DD, 6 is DDD or F and 7 is G. But if this is math you can't do, Shape has handy an exclusive team of employees dedicated to providing you with size consultations. This way, you're



always guaranteed a Goldilock's fit for your lingerie: one that is neither too tight nor too loose but rather just right.

When talking about what Shape has to offer in the products it boasts, Ayruani evaluates, "Shape's strength is its range of seamless undergarments. The losing battle we would always fight was the shape of our undergarments being visible over layers of t-shirts, kameez or just certain fabrics. Our seamless range gives you a seamless look so you can wear that t-shirt you never had the courage to wear before and revel in the confidence that no shape is being made out over your clothes."

Seamless undergarments fulfil a consumer demand that was previously left unmet. Another unfulfilled demand arose from the simple discomfort, especially in humid weather, of multi-layering just for the sake of keeping your bra invisible to the outside

world. This, Shape solved by introducing bra-tops — a juxtaposed tank top and bralette that contains removable padding (as do all their bras) that prioritise comfort and wearability above all else.

Shape has under its belt more to choose from regardless of what size and body shape you rock — strapless, convertible, balconettes, triangle cups or push-up bras. But choose wisely and only according to your breast shape. Consult with Shape regarding this.

As part of Shape Activewear, the brand has also introduced a range of high-impact sports bras that come in a myriad of sizes. The design is sleek and so powerful that any woman with whatever body type will feel comfortable and well-supported in one.

Shape's success since its inception in 2019 has to be its relentless customer service and dedication to the social causes their online posts promote. Through strategic and witty campaigns, routine advocacy for body positivity and social inclusion of plus-sized women by expanding options to them. Ayruani individually and via Shape, makes strides to normalise lingerie conversations by speaking vocally at exhibitions and taking the lead by trying to educate its customers on the right bra shapes and sizes.

"When you run a page, your personality kind of shows through. And, so, with our posts online, we have been anything but conservative," she concludes.

Simply, picking up a bag from Shape can single-handedly change your entire wardrobe. Shape redefines the three prongs and keeps individualism, sizes and prices in check, rightfully restoring joy to lingerie shopping. No longer a disappointing ordeal but now rather an uplifting exploit, just wear shape!

By Ramisa Haque

Photo: Shape

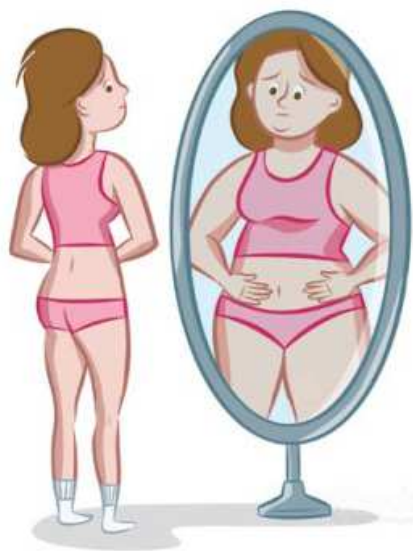
Essentials

Facebook: <https://www.facebook.com/JustWearShape>

Instagram: <https://www.instagram.com/justwearshape>



Body image, mental health condition and the influence of media: The pertinent trio



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Shift focus from physical appearance to the whole person that you are.

Confront those who perpetuate body shaming.

Promote body positivity and be a role model to others who are struggling.

See a mental health expert as soon as possible if things are getting too out of control.

Finally, having said everything, it must be mentioned that "body positivity" should be taught early on in our lives, just like any other subject because it will help us to grow as stronger individuals later in life. Daulah agrees that body positivity, along with a comprehensive list of a few other life-skills education should be made a compulsory part of every educational institution across the country.

"We need to incorporate mental health,

physical well-being and social skills into our curriculum and these issues need to be given equal importance as other academic subjects. There is a mental health pandemic which we simply cannot ignore," said the worried expert.

Interviewed by Mehrin Mubdi Chowdhury

Photo: Farin Daulah/ Collected

Disclaimer: If someone you know is suffering from depression for longer than two weeks and it's affecting their regular lives, it is best to seek help from a professional mental health expert immediately.

