

#FASHION & BEAUTY

The story of The Lost Garden with Grace by Haneef



One of my favourite e-commerce platforms is the Go Deshi site on Facebook. This particular site promises to never to fail you. Once you think you are done browsing and you have seen everything there was to see in the world of fashion, there pops up a certain brand that makes you want to rethink your decision to scroll elsewhere.

The same thing happened to me a week before, right when I thought I was done searching for trendy floral design posts, entered Grace by Haneef, a brand that immediately took my breath away. For a moment there I was thinking it was probably not local because of the uniqueness in the outlook (a very international vibe was being emitted).

Then a hurried squint and a much closer observation proved me wrong, because the designs were undoubtedly local, and that too made with killer precision. And at that very moment I was attentively looking for



the name of the designer, which popped up a moment later: Hanif Kaiser, a professional designer by occupation, residing in Bangladesh.

I knew I had to dig deeper to find out about this talented individual and the story behind the rare and intricate floral prints titled: The Lost Garden.

"I am a student of fashion designing currently employed in an export oriented garments industry," said Hanif. He continued to fill in, "While working here, I have realised the immense potential of our home-grown fashion industry. And that's when I came

about establishing my personal brand 'Grace by Haneef', in an attempt to show the world that international standard work is also achievable in our country," opined the designer.

"Many people have this wrong notion that local work is substandard and they go on promoting foreign efforts, when similar and sometimes even better quality designs can be availed right here in Bangladesh. I

wouldn't blame the customers for making such uninformed choices. I believe it is our fault (the manufacturers and designers) for we have failed to correctly represent our achievements in front of the masses," revealed the ace designer.

Even though the brand's presence has been short, maybe a few years since 2015, it has already received many accolades including a chance to take part in the Asian Designer Week, and get valuable recognition for disclosed designs.

"I have the willingness to take part in many more international platforms to showcase our *deshi* work. My personal hope is to see the home-grown fashion industry perform extremely well on global runways and become similarly renowned as our ready-made garments industry," explained Hanif.

With numerous interesting plans up his sleeves, like experimenting with indigo and churning out associated prints, the designer has what it takes to make it large, someday. While we are extremely proud of his undertakings, all we can do at the moment is promoting local brands and craftsmanship and support our countrymen in their venture to represent Bangladesh in the world wide arena.

Good Luck to all the effort makers!

Essentials: Go Deshi is an online, e-commerce platform highlighting local creativity and entrepreneurship to the masses. To enroll into the active site please contact Go-Deshi at its Facebook platform.

By Fashion Police
Photo: Grace by Haneef
Facebook: <https://www.facebook.com/gracebyhaneef/>

