

Shahrukh Amin has always been the active couturier constantly reinventing himself at his design studio. Over the decades, he shined with his range of prêt-à-porter made available through the label, Almira by Shahrukh Amin. He has created haute couture with panache, and Amin has been a prominent face at local shows and as invitee representing Bangladesh at fashion weeks abroad.



Star
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In a conversation shared with Star Lifestyle, the busy creative revealed his frustration bottled over months due to the ongoing pandemic. Yet, when the opportunity finally arrived, he found himself focused enough to bounce back and do what he does best.

The fact that the world is gradually reawakening to a new normal comes as a sigh of relief for Shahrukh, and he believes it speaks volumes for the resilience and fortitude of the human soul.

Shahrukh Amin's new statement collection is a testament to the designer's creative aptitude that remained firm, although veiled for some time. Set to be revealed to his clients on October 1st, 2021, the signature white collection has been a reflection of his artistic aptitude and as he puts it, has a loud air of 'purity'

signed all over it.

Perhaps, best described as 'in shades of virtuous white' rather than plain whites, the ensemble sees profuse use of the colour, set off with contrasting embellishments.

The fabrics for the collection have been carefully selected from a range of handloom material, various crepes, and a choice range of half-net-half-crepe textile.

Shahrukh has always been the one to push his creativity when it comes to cuts, but this time, the dresses, rather than created as sharp kameezs and shalwars, are loose flowy anarkalis and ghararas. This, he attributes mostly at maintaining the comfort factor rather than a product of his experiments.

The saris are, as mentioned before, a reminder of royal splendour and the fabric has been a choice selection that can surely guarantee comfort, without taking an iota of the razzle-dazzle. The blouses are a cut above, and are at times like tops rather than conventional pieces that fashionistas are comfortable with. Almost translucent, the blouses embody a rich weave of designs incorporated that alone make them signature worthy, rather than just a part of a rich ensemble.

Ease and luxury spell out and the style quotient well-maintained through the needlework by his team of exquisite artisans. He has made profuse use of embroidery that gives off a metallic sheen, although done in thread alone. One can also find mirror work, and other embellishments.

Recently, Shahrukh Amin has also been dabbling in creating jewellery for his clients and shared few picks to go along the dazzling white collection for the exclusive LS photoshoot.

The stunning pieces, often in vibrant hues, once again set the serenity of the off-whites and the beige, yet never overpowering the calmness of the shades. Always motivated to keep himself busy, Shahrukh Amin is already planning a jewellery exhibition as soon as the pandemic phases out.

After a hiatus of months, designers are slowly breaking down the shackles of Covid-19 and expressing themselves with new lines. Some have reintroduced their once popular designs in an effort to be part of this new

normal.

Says an old Bengali proverb, "When the kaash is flowering, you know the rains are over and autumn has begun." A fashion revolution is already under way and Shahrukh Amin has made his move.

By Mannan Mashhur Zarif

Photo: Sazzad Ibne Sayed

Model: Hera

Make-up: Sumon Rahat

Wardrobe: Shahrukh Amin, Almira

A signature white palette — dresses reminiscent of regal opulence

