



#CHECK IT OUT

Dress in colours this Durga Puja!

BISHWORANG's 2021 Durga Puja Collection is a combination of grace and elegance, radiance and colour, power and comfort. Not only does this collection present itself as the embodiment of Durga Puja, but also as beautifully crafted, creatively evoked and elegantly designed clothing which is captivating and fit for festivities.

BISHWORANG has been relentlessly highlighting Bengali traditional and heritage in skilful and creative styles for the past 25 years. The designs and patterns in this year's collection have been conceptualised by Biplob Saha.

Taking inspiration from the traditions of Durga Puja, the collection utilises motifs surrounding the celebration, like *mantras* and *alpanas*. It gracefully combines tradition and the revering aesthetics of the festival. The sophisticated and captivating combination of goddess Durga's crown with graphical geometric patterns makes this collection all the more endearing. These designs and patterns are elegantly presented on their saris, panjabis, dhutis, fatwas, shirts, and so on.

Bright colours are used in creative and dynamic patterns and designs enchanting the festive aura without being overwhelming. Subtle combinations of hues of red, orange, yellow, blue are accentuated

on white fabric. The *mantra* calligraphy adds a dimension of boldness and embodies the strength and the power which goddess Durga symbolises. The designs also include *chunari*, tie-n-dye, block patterns, batik, handicraft, applique, cutwork, and screen print.

The colourful clothing also comes with comfort.

BISHWORANG has taken the scalding heat into consideration while designing the collection. Fabrics used have been cotton, linen, and viscose. Additionally, to add a dimension of elegance and grace, there are various attires made from fabrics like joysilk, dupian, half silk, georgette, and chiffon.

The collection is exhibited and available on their e-commerce site www.bishworang.com and Facebook page, [bishworangfanclub](https://www.facebook.com/bishworangfanclub).



By Puja Sarkar

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Hair & Makeup: Sadia Islam Mou & Labu

Photography: Chandan Roy Choudhury

Studio & Outfits: Bishworang

With special thanks to Bishworang Family & Black cat Studio.