

House of Ahmed's Ode to Mirpur Katan

Picture the most glorious Bengali wedding: a 7-day carnival of epic proportions! Celebrations so magnificent beg a singular question: what are the bride and groom wearing on their big day?

Step aside, Manish Malhotra and Sabyasachi Mukherjee while we up the ante by re-claiming our heritage and championing the best of Bengal. Hailing from Bangladesh, House of Ahmed stands to be the hottest design house to wear today and a walk through their latest couture collection will leave no room for misinterpretation as to why.

A sartorial ode to the old katan heritage of Mirpur is the running theme throughout their clothes this season, and this has been illustrated beautifully with concepts of the Mughal influence that took over the 1600s in Bengal.

Ooze the radiance of a timeless red bride by House of Ahmed. Never vintage and an eternal icon, cast crimson shadows from your red dupatta as you glide by in the golden threads of a silk katan. Clings of bangles glass-painted in more red and imperial jewellery whispering tales of Mughal decadence ¾ this is a bride who wears the colour of passion like it's her skin and knows all too well the fire in her gaze.

If red isn't you, more sagas of rich tangerines and fabrics of emeralds that capture light like the sun remain unclaimed. Zardozi-gilded and painted on like a blank canvas, Bengal's katan and muslin see yet another revival by House of Ahmed's Midas touch; the brand's stellar craftsmanship doing justice to double-threaded motifs and spectacular outlines of Mughal architecture pictured on the surface of the clothes.

Sun-kissed drapes, aqua-blue blouses, infinite ghararas and a bevy of bridesmaids decked up in high-fashion traditional couture is the signature statement House of Ahmed wishes to make with every order it takes on. And this it does every time without fail.

Bigger doesn't always mean better and, so, keeping your circle small may pave the way for an intimate celebration of any sort, wedding or otherwise. Even so, showing up in a head-to-toe House of Ahmed original will only steal the photographer's frame as the luxury enveloping you will gradually seep into your personality, stitch by stitch, until it truly becomes you.

Speaking of making an entrance, who better to do this than a deshi prince charming in the

best-fitted Punjabi?

The vision borrows a sartorial hand from House of Ahmed's exclusive bespoke line. With panjabis going upwards of Tk 75,000, expect nothing but unparalleled dexterity and impeccable artistry in its saffron threadwork climbing like vines across lush fabrics. More options allow you to select minimalistic designs with a dash of zardosi only adorning your cuffs and collars while letting the buttons and pocket square do all the heavy lifting.

If not a panjabi, browse through their coatees, kablis, stoles and sherwanis to claim any room you walk into regardless of the crowd or the occasion and you'll be glad of your fashion choice for the evening.

The last thing you need to know before you're left daydreaming are House of Ahmed's newest provisions: bride on a budget and express service.

Bride on a budget will take care of your stress line and allow you to waltz through the Bengali atelier with a rigid budget with its owners, Tanzila Elma and Ahmed Tuhin Reza, curating an exclusive experience catering to your wishes and limitations. For orders that must be delivered in a matter of days rather than months, the express service has been introduced to reduce your worries while still fabricating something that is regal, ethnic and drop-dead gorgeous ¾ the three pillars of the brand since Day 1.

And with that, you can now resume your tinsel dreams, of weddings, celebrations and exclusive House of Ahmed creations that is just one blink away from translating into reality.

By Ramisa Haque

