

#FASHION &amp; BEAUTY

## A candid conversation with Mehruz Munir

Zurhem is Mehruz and vice versa; if you have had the chance to visit the atelier earlier, you have already had a first glimpse into the glitzy lifestyle of the genius designer.

Many of Bangladesh's most engaging fashion shows — the ones creating the hype, the ones with the most clicks and energy have two things in common: Zurhem and Mehruz Munir, the Creative Director and Co-Founder at the famed fashion house.

In today's world, when it's all about creating an entire world around the brand and leaving the audience feeling ecstatic, Munir seems to always be a step ahead in time with team Zurhem, and we definitely wanted to know how.

Insight into the life of a brilliant designer

We meet with the artist at Zurhem's Banani atelier, where Munir is dressed in a navy-blue shirt, white jeans and spiked shoes. He shows us around the atelier which is bright, welcoming and proudly hung-up on being glitzy and golden!

Munir realises our amusement and admits, "I am all about being glitzy, glamorous and out there, and

frankly speaking Zurhem is all about my obsessions." He adds to impress, "If you aren't 'over the edge' and experimenting, then what have you been doing is my question!"

The first impressions that should naturally come to mind after the introductions: Controversial? Daring? Challenging?

"I have always been controversial. But if I cared, I wouldn't be anywhere close to where I am today. So, people can keep on wondering whatever they want to and I will keep on dazzling them with unparalleled designs as long as I am alive."

Munir seemed annoyed for a millisecond and then he changes his demeanour, "All the negativities in my life actually give me inspiration." He laughs, expressively. "I say, channel those negativities towards something positive."

Our next question was whether Munir was a pseudo-intellectual or a prodigy designer.

Munir had to consciously choose one between the two.

His discreet smirk gave away the answer. "Choose for yourself, let me just say how it was before I became the Creative Director at Zurhem. I was always a quiet child, and preferred to stay at home rather than go outside and play with friends. I stayed back and painted for hours. And most strangely, when kids my age (6-7 years) were attempting to replicate cars, houses and perhaps candies, I was drawing and painting human figures and their attires. With time, these drawings just got more detailed. By 12-13 years, I was putting in coordinated shoe-strings and embellishments on my designs. This was when I realised for a fact that I was into Fashion Designing and it was definitely meant for me," confessed Munir.

But the stereotypical South-East Asian thought process would have him stalled for a little longer and Munir would finally graduate from Business School.

"I was able to finally convince my parents about Fashion School after graduation, which is when I went to London School of Fashion to fulfil my childhood dreams."

