

After learning about the humble beginning of the creative genius we wanted to know more of the hard-hitting truths: the current standing of creativity in Bangladesh.

For someone who has met Munir only on print, it is usual for them to presume the designer to be very calculative, always saying the right things to impress. When in real life, it's interesting to notice how stridently he speaks; remotely fluffy when it comes to his beliefs.

"I personally believe there's a lot of scope for us to improve in the world of designing. Things are definitely moving forward but to make it better, designers must be less focused on the commercial aspect of the art form and more attentive to the experimentations and the creative flair."

This brought us to our next question, Zurhem's future.

Munir was his usual 'calm and bold self' while answering, "It is about time Bangladesh had its own global fashion brand and we are thinking BIG with Zurhem. The pandemic definitely forced a big gap in the process but hopefully things will

get back on track soon enough," conveyed Munir.

Our mistaken opinion, assumed a little early: With Zurhem we had seen it all, from tiger prints to grunge suits, it would only take the inexperienced (fashion-wise) to be taken aback by flashier styles.

Munir flinched, "Wait a minute, you can never be unamused at Zurhem. We always have something for you at our atelier to keep you interested," said the designer.

Then he went about to show Zurhem's

latest accessories collection including bracelets, tie pins and pocket squares. "You must wait for more, we have plans for an exclusive line of shoes, bags, wallets and what not!"

Oh My God! The future is definitely bright with Mehruz Munir at the steering wheel.

Seat belts are a must! We are waiting Munir. Dazzle on!

By Mehrin Mubdi Chowdhury

Model: Mehruz Munir

Photo: Sazzad Ibne Sayed

Styling: Sonia Yeasmin Isha

Hair and Makeup: Shumon Rahat

Wardrobe: Zurhem



Creative mind behind Zurhem