

#FASHION & BEAUTY

Handmade HERITAGE SILHOUETTE at House of Ahmed



House of Ahmed, ever since its emergence on the fashion scene, has been working tirelessly creating a luxurious brand that reflects the rich culture and heritage of Bengal. The brand rather depicts a movement, as it equivalently prioritises a positive, motivating, and safe workplace for the skilled local artisans behind the premium stitches! Today, Star Lifestyle is in conversation with one of its co-founders and Chief Operating Officer, Tanzila Elma, on how heritage and artwork have reflected through their latest custom-created sari collection featuring Jaya Ahsan.



After the staggering response to last year's campaign "Tales of a Modern Desi Women," this year, we decided to launch "Handmade, Heritage Silhouette ft. Jaya Ahsan" to highlight the rich local heritage in celebration through artwork, Elma said. Jaya Ahsan, the versatile actress, needs no introduction because of her outstanding work that reaches beyond borders. As the national award-winning actress upholds the same traditional values that represent the true essence of heritage and artwork, HOA thought it would be a privileged to make her the face of the campaign. "Wearing our handmade couture is indeed a statement that stands for the true value of art and artisan," Tanzila said.

House of Ahmed is a utopia where heritage and trend meets. The recent campaign "Handmade, Heritage Silhouette ft. Jaya Ahsan" focuses on reflecting the glorious culture of Bengal and the Royals of the past. The new blouse line features the Ahsan Manzil, Palki, Rickshaw, and Ghorar Gari (Horse carriage), which are emblematic of the heritage and culture of the Asian royals. The palki or palanquin was used from the era of Mughal emperor Akbar to carry the bride in a marriage ceremony. It signifies the bride leaving her home. Palki carried by the relatives of the bride conveys affection and pure traditional values. HOA incorporated palki motifs on bridal blouses with the finest craftsmanship of the artisans, using hand-picked raw silk and muslin.

Furthermore, Tanzila spoke about how they treasure the relationships with the artisans built around trust, reliance, and integrity. "House of Ahmed ensures both a healthy workplace and a quality lifestyle with its policies uplifting the artisan community. Besides creating premium wear, our

company focuses on improving the standard of living of the artisans. The marriage allowance is a scheme to support the newlyweds as a token of appreciation. Maternal and paternal benefits enable the artisans a smooth transition to welcome the new member of the family. The emergency medical allowance has been a life-saving benefit for the artisan family. Our artisans are even entitled to get microloans from the company to meet their personal needs," Tanzila elaborated.

In addition to that, she mentioned how House of Ahmed became a reliable choice for local clientele seeking premium finery. The quality and intricacy of the handmade products produced at HOA are on par with the best South Asian ethnic brands. Bangladeshi customers tend to go beyond the border to look for premium ethnic wear for their special occasions. Now, House of Ahmed has gained the trust and confidence of premium customers who value true artistry. Wearing House of Ahmed is a special experience as each product is customizable. Luxurious fabric and handcrafted imperfections are the perfect combinations that give life to each product that tell the story of art and artisans.

House of Ahmed, a proudly 'Made in Bangladesh' label, represents ethnicity, heritage, and intricate craftsmanship in handmade couture amongst South Asian top most ethnic brands.

By Farhan Labib Ahmed
Photo: Rafiqul Islam Rafiq
Model: Jaya Ahsan
Wardrobe: House of Ahmed Ltd
Styling: Mahmudul Hasan Mukul
Set Design: Eskay Decor by Saimul Karim
Makeup and Hair: Aura Beauty Lounge

