

# Araaz Ceramics: A new enterprise providing fine quality dinnerware

Good food rarely fails to please our palate, and if such delicacies are served on aesthetically designed ceramic and porcelain dishes — they will certainly satisfy the five senses of any enthusiastic gourmand. Whether that be in our childhood or adulthood, we all have heard the clinking sound of neatly tucked ceramic dinnerware that is usually brought out only during special occasions.

But as the pandemic has put brakes on our frequent dine outs, we have become more attuned to bringing aesthetics and beautiful dinnerware to our dining table. Though a relatively new name in the market, Araaz Ceramics has gained immense popularity with their colourful and exotic dinnerware. Taking inspiration from the art and beauty of multiple cultures, Araaz Ceramics has styled their porcelain and cutlery sets.

“We wanted to offer our customers traditional and unique designs that we generally get to see on certain cultural goods such as Nakshi Kantha, Jamdani sari or terracotta pots. Dinner sets of Araaz Ceramics are modelled in such a way that they mirror these beautiful, traditional motifs,” said Sajjad Ali Sharif, the owner of Araaz Ceramics.

“We primarily work with some selected factories and provide them with unique



designs,” he continued, adding, “And this is how we make sure that signature designs are curated and these designs cannot be found elsewhere.”

Araaz Ceramics is offering a wide range of dinnerware sets and they range from tea sets, mugs to a complete dinner set. Essentially, such dinnerware sets have been designed using brightly coloured floral motifs and they can effortlessly



complement the food served in them.

The most exclusive design collection from Araaz Ceramics includes Nakshi Kantha and Jamdani motifs. Whether that be a special occasion or a casual family gathering, food served in such beautiful dinnerware is bound to be an absolute pleasure to the eyes. To bring exotic flavour and a festive vibe to the dinner table, one must try out the Turkish themed porcelain

collection from Araaz Ceramics.

Again, the earnest lovers of kachchi will certainly not be disappointed if it is served in a Nakshi Kantha themed handi from Araaz Ceramics. By staying close to our roots and heritage, Araaz has designed their porcelain ceramics in such a manner that it reflects the culture and tradition of Bangladesh. Such intricately designed and delicately modelled ceramic dinnerware can be bought from Tk 500 to Tk 15000.

“We plan to expand our business outside of the country, and our products have already garnered massive attraction from numerous Bangladeshi expats. We are sincerely trying to promote our signature designs and working closely with Artisan Ceramic Ltd to enlarge this small venture of ours,” remarked Sajjad Ali Sharif.

Araaz has been keeping their customers engaged for fifteen years with their clothing and jewellery line. And their latest ceramics venture is a new addition to the previously existing assemble. Fine quality porcelain dinnerware sets by Araaz Ceramics can be bought at their physical shop at Gulshan-1.

**By Ayman Anika**

Photo: Araaz Ceramics

*Essentials:*

Facebook page: <https://www.facebook.com/AraazCeramics/>

## Exclusive jewellery collection by Araaz

Jewels and jewellery are always alluring; they have the power to hold their wearer and beholder captivated. From ancient times to this modern era, the love for jewellery has boldly and firmly resided in the hearts of women and men too. And over the last fifteen years, Araaz has been winning many hearts with their unusual, authentic and exclusive jewellery collection.

The root of Araaz Exclusives stems from small personal collections that grew up to be a family venture and then into a fine jewellery line — attending to the needs of their loyal customers to celebrities and models alike. The jewellery business of Araaz, owned by Sajjad Ali Sharif, is essentially an exclusive boutique with homely vibes and personal touch that aims to make their customers feel special and comfortable.

Have a glance at Araaz Exclusives, and you are sure to be mesmerised by the beauty of Multani jewellery. Brought from the distant lands of India and Pakistan, their Multani jewellery collection represents the culture and heritage of South Asia. Each piece is carefully selected and purchased so that there are both diversity and uniqueness in the parure.

Additionally, one can equally find the regal and elegance of English and Turkish designs among these immaculately curated



pieces of Multani jewellery. Every single Multani piece is the product of unique craftsmanship and delicately lined with gold which is transported from the historic cities of Lahore and Hyderabad—reminding us of the glorious legacy of the Mughal empire.

For the upcoming wedding season, the charming Multani earring from Araaz will be the perfect adornment for any woman, along with serving as an ideal gift. And the bridal sets from Araaz Exclusives is sure to

steal your heart away! If you are intending to choose such exclusives for your adornments, expect a price tag of Tk 2000-5000 for the earrings and approximately Tk 10,000 for the necklace sets. Furthermore, the bridal sets can cost you up to Tk 45,000.

Araaz Exclusives is providing a diverse range of necklace sets, jhumkas, and chokers—but if you can't find the complete set that suits your taste, there is always the option for mix and match! Araaz is



incorporating both the traditional and contemporary designs in their new collection, and the colours—mint green, royal blue, light pink—and many more are prominent on the pieces of the Multani jewellery, making each piece a perfect monochromatic pair.

And the splendid bangles and balas of Araaz effortlessly showcase the grandmotherly heritage that we all are familiar with—so they are not only beautiful to look at, also very comfortable to wear. It is the sincerity and genuine care for their customers that makes every piece of jewellery so singular.

The promotional activities of Araaz are performed via Facebook, and they conduct their business from home throughout the year. Anyone can explore and purchase the beautiful Multani jewellery of Araaz Exclusives by making a simple appointment; moreover, Araaz provides delivery service all over the country, including Dhaka.

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Photo: LS Archieve/ Sazzad Ibne Sayed

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Facebook page: <https://www.facebook.com/Araaz-Exclusive-791185187590459/>