



#FASHION &amp; BEAUTY

## QRIUS inaugurates Winter Exhibition 2021

Although Bangladesh is known as the land of six seasons, winter stands out among the rest for its fog, mists, and cold air. Again, the transition of seasons demands variations in attires and so, to celebrate the beauty of winter, and cultural traditions of our country, eminent lifestyle brand, QRIUS has inaugurated the Winter Exhibition 2021 displaying their exclusive winter collection, located at Banani showroom on 30 November.

Products shown at this exhibition primarily focus on the elementary topics of surrealism and symphony of *Kantha* stitch—representing the glorious tradition and heritage of Bengal that can effortlessly fill its viewers with a strong sense of



silver.

“Our exhibition products are equally aesthetic, comfortable and recyclable. They embody both the community and culture simultaneously, and most importantly, we have tried to present the original concept of cultural diversity in this exhibition so that it can comfortably build a genuine relationship with the subject,” said the renowned designer Chandra Shekhar Saha, who is also serving as the exhibition curator and design consultant for QRIUS.

He added, “We have endeavoured to set forth the concept of global warming along with the essence of winter season—what it means to us and whether we will be able to enjoy the beauty and coolness of winter after about seventy-five years later. We sincerely want to create awareness among people about the impact of global warming through this exhibition.”

The earnest warmth of this winter exhibition can easily be felt against the chill of the afternoon or evening by visiting the showroom of QRIUS located at Banani; this is an ongoing exhibition and will be available until 10 December.

By Ayman Anika

Photo: QRIUS

For more information, visit:

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

Website link: <https://qriusbd.com/>

Address: Plot 58, Road 11, Block F, Banani C/A, Dhaka 1213

## NIHARIKA MOMTAZ'S Art Exhibition

Step inside the realm created by trailblazing avant garde designer, jeweller and artist Niharika Momtaz who, with her latest installation, juxtaposes clothes and art in the most brilliant way till date. In the guise of an art exhibit, Momtaz steals the spotlight by launching her latest luxury conscious brand, 1972 Conscious.

Housed under the roof of Durjoy Bangladesh Foundation (DBF), the exhibit was a spectacle of colour and art, a humble nod to quintessential Bengal and a hyped celebration of everything Bangladeshi. And it all started from the spark ignited by patriotic sentiments.

“Since the past two years, I’ve been working relentlessly to revive handloom fabrics in Bangladesh with the sole intention of promoting sustainability and creativity and to influence people to make conscious choices in fashion,” shares Momtaz.

Momtaz’s determination bears fruit in the shape of 1972 Conscious, an extraordinary culmination of years’ worth of effort, trial and, finally, triumph. The clothes from this fashion-conscious label take the ubiquitous *gamcha* and paint it in crimson reds, cadmium greens and even canary yellows with eternal, overlaying stripes. New life is breathed into the fabric by transforming the textile into saris so

*gamcha* saris, a magnificent feat that only someone of Momtaz’s vision and perseverance could accomplish and one that hymns songs of patriotism and enchantment in every thread of the magical fabric.

“*Gamchas* had never been seen as blank canvasses before. Motifs and artwork had never been woven into the fabric before 1972 Conscious. Seeing the final product, being a loud celebration of art, heritage textiles and experimentation and being able to showcase it as part of my label, is a very happy and proud experience for me,” concludes Momtaz.

More in attendance at the art exhibit/launch were Rubaba Dowla, a well-known Bangladeshi entrepreneur and country managing director of Oracle Bangladesh and Shumona Hassan, daughter of Qamrul Hassan, both of whom voice their support in favour of Momtaz and the goals of 1972 Conscious.

As does Durjoy Rahman, founder of DBF, “Durjoy Foundation has always been a sponsor of the unsung artisans of Bengal, whether it’s their creativity, art or skill. Our ethos blends as well as water with Niharika’s endeavours. We have always been a strong advocate of sustainability in fashion and culture and to see Niharika with 1972 reach for the skies with her venture is truly a treat,” Rahman appreciates.

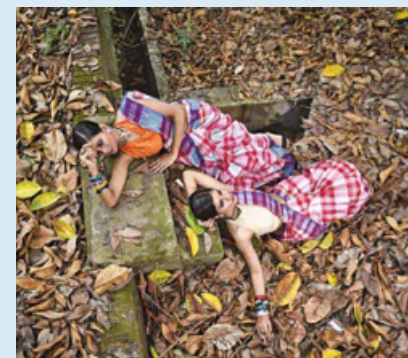
In a woke commitment to the environment, it has been declared that for every order placed via the brand’s website and socials, a tree will be planted in a move to a greener Earth. Moreover, the environment-lovers will be happy to read that, currently, 40 percent of 1972 Conscious’ raw materials are green and Niharika vows that, by 2035, the brand will make a 100 percent move to recycled and sustainably-sourced raw materials for its entire production process.



surreal they could entrance even the most European dressers from amongst you. Shawls, stoles and scarves are also part of the label’s primo collection. But just championing *gamcha* is far too easy for a designer like Momtaz to be satisfied with.

This pioneer goes above and beyond, and pushes the envelope by immortalising Quamrul Hassan, an artist instrumental in the development of Bangladesh’s art scene. Due homage is paid to Hassan by celebrating the artist’s 100th birth anniversary and coinciding the date with the launch of 1972 Conscious, November 20, 2021.

Momtaz forever preserves Hassan’s soul of an artist by stitching his lauded paintings onto the bodies of her



By Ramisa Haque

Photo Courtesy: Niharika Momtaz

Facebook: <https://www.facebook.com/1972Conscious>

Website: <http://www.1972conscious.com/>