

Know this before getting a piercing

BUSHRA ZAMAN

If you're going through a rough patch and decide to make a fresh change to your look by getting a piercing, here are a few things you should think through before you make that appointment.



PHOTO: ORCHID CHAKMA

Piercings can be done incorrectly very easily. When I decided to get a piercing on a whim, I ended up fidgeting as I was startled when my upper ear was being pierced. Because of this, the piercing was done too high up on my ear and did not match my other ear. Not the punk look I was going for, exactly.

A lot can go wrong from a lack of expertise or cleanliness on the part of the person doing the piercing. Although chances of this occurring to piercings made on the outer ear are slim to none since there are no major nerves or blood vessels there, if you're going for a nose piercing, you could hit a nerve accidentally and potentially lose all sensation in the area if nerve damage occurs.

In fact, different pierced areas may heal at different rates. Because of a lack of blood supply to the ear cartilage area, piercings made to the cartilage take a very long time to heal. Meaning you should probably plan your piercings based on your schedule or workload, because some can hurt a lot or be prone to infection and will require your attention. Imagine if you got a piercing during your midterms and your ears hurt so bad the pain spread and gave you an awful headache.

Indeed, getting a piercing for the first time can

sound scary, which makes me marvel at how I used to constantly hear my grandmothers or their relatives speak of how they would just get ear piercings done at home. We are blessed to have professional services as an option, so we should do our research before selecting a reliable place.

Other than safety, another area of concern is the financing necessary for a piercing, because payments do not stop with just the piercing itself. It is best to have a pair of earrings or jewellery ready prior to getting the piercing done so no last-minute running about is necessary. This is also a good time to figure out if you're allergic to certain metal alloys by testing some non-invasive jewellery on you. One of the last things you want is to have an allergic reaction right after getting a piercing you put time and money into.

You'll probably end up getting the piercing you want anyway. I just said all of the above to ensure that you know a piercing is permanent and not a whim you want to regret. Am I saying all this to prepare myself for another piercing? Maybe.

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Sales methods to suit your online clothing business

ZIBA MAHDI

An increasing number of people have started online clothes selling businesses since the pandemic hit. There's a lot of flexibility in this industry with different ways to sell products, so here are a few routes you can take if you're considering starting your own venture.

SPOT PURCHASE

This model is almost identical to the way clothes are sold in traditional clothing stores. The seller imports or purchases a certain amount of clothing from another seller and displays it online, usually through pictures or live videos. Like regular stores, this runs the risk of excess stockpiles, which usually end up in clearance sales or disposal.

Despite the risk, Ainun Anwar Abonee and Anika Anwar Srabonee, sisters who run AyKa Way Official, started their business with this model.

Anika says, "Some customers do not like to wait for their products. Spot purchase is more efficient and less time consuming for the entrepreneur compared to pre-orders."

PRE-ORDER

In this method, sellers bring in apparel after clients have placed their orders. The financial risk is minimum, as is the likelihood of unsold clothing lying around.

Rafia Ferdous Mim, owner of Deal of the Day, says, "A pre-order based model helped me study what my customers really prefer. For small businesses like mine, the biggest fear revolves around having excessive stock. The products are usually too pricey to have them lying around in surplus quantities. Being a pre-order based page has enabled us to offer a large variety of products which otherwise would have been too risky to introduce to the market. It also makes our business more sustainable by reducing waste."

WHOLESALE

This process relies on selling clothes in bulk to entrepreneurs for a low price who will then resell them. It's

a win-win situation for both parties – the sellers make higher profits and the customers get lower prices. Some wholesalers sell to the customer directly instead of going through another party.

Manufacturers usually impose a minimum order policy on sellers to ensure maximum efficiency and profit on each product they produce.

Samia Azmery, owner of Playdate Closet, says she converted her business to a wholesale model after getting only a handful of orders for her clothing store. She noticed that there were many small business owners who wanted to buy clothes in bulk with a low minimum order quantity, but couldn't order them directly from a factory.

"So I opened a wholesale group for other small business owners and my sales increased significantly," Samia explains.

THRIFTING

The most eco-friendly model of all, second-hand clothing, saw a resurgence in the industry due to increasingly environmentally conscious consumers. Acquiring pre-loved pieces, refurbishing them and displaying them online for sale will be your main tasks here. While some thrift stores rely on donations, many businesses who sell thrift clothing choose to pay for their stock.

Sunayra Subha Pushpita and Shenin Serjin Promi, co-founders of Bangladesh Thrift, liked the concept of wearing unique outfits rather than fast fashion garments. Sticking to this particular model always felt rewarding as we could contribute to bettering our environment in our own way, they say.

Of course, selecting your method of selling is just the first step. Then comes the market research, search for suppliers, your store's social media or website, and finally, marketing. In other words, a business plan is your stairway to success.

Ziba Mahdi is your resident pessimist. Cheer her up at mahdi.ziba@yahoo.com

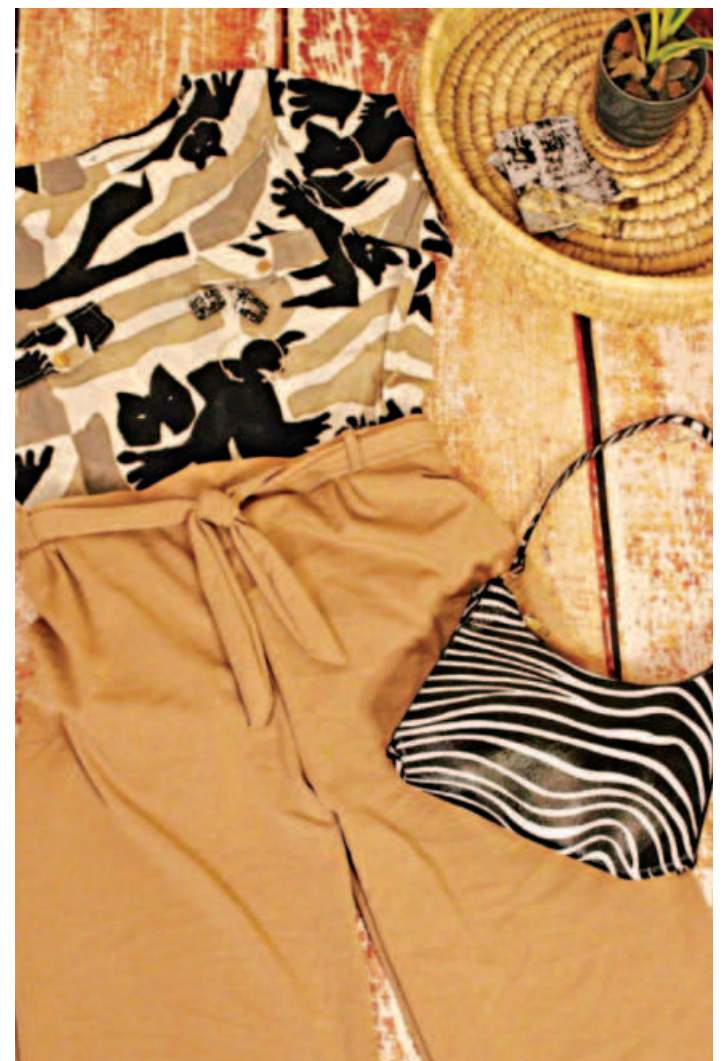


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