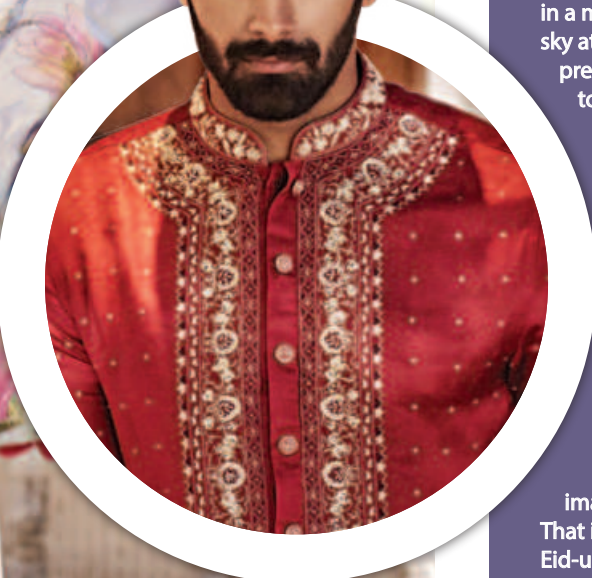




#FASHION & BEAUTY

# A tale of REGAL ROMANCE at House of Ahmed



Your Muslin dupatta has a mind of its own; fluttering and swaying like the wondrous clouds of midday in the gentle wind, its sequins catching the late afternoon light and sparkling like diamonds. Glancing over the veranda of the palace, you see your paramour, princely in his ivory kurta, enamoured by your beauty. Resplendent in a magnificent sharara in the hue of the sky at sunset, its embellishments gleam like precious jewels, adding the glow of gold to your ethereal beauty.

Your beloved is but enchanted by your captivating beauty, that is enhanced by the splendour of your regal attire. He takes your hand in a loving grasp, and as you two look out of the palace window to the berry-hued sky where the sun has set, the blessed sight of a crescent moon wanes. You look into the eyes of your beloved, a divine glow of absolute happiness ties you both in a sacred bond.

Does this scene conjure dreamy images of a royal romance in your mind? That is exactly the inspiration behind the Eid-ul-Fitr collection presented by House of Ahmed, the brainchild of ace designers



On a relaxed afternoon in spring, a sweet breeze that danced down from the grand peaks of Aravalli caresses your face, but cheekily plays with the strands of your hair, making them flow away with a delicious abandon.

Star **LIFE** Style

Tanzila Elma, CEO, and Ahmed Tuhin Reza, Managing Director. Promising patrons a wonderful journey into the world of luxury and sophistication, HOA ensembles ooze a definite doze of finesse and unique craftsmanship. Set against the gorgeously regal backdrop of Leela Palace in Jaipur, this collection is exquisite and unique in every sense of the word.

According to Elma, the past two years have been extremely difficult for everyone with a deadly pandemic ravaging our lives. Eid-ul-Fitr is the most joyous occasion for Muslims the world over, and with the pandemic slowly easing its death grips on our lives, this year it holds an extra special meaning. There is a palpable sense of happiness all around, and what could be better than adorning ourselves with the magnificent attires of HOA to celebrate?

What makes this collection unique is that HOA is planning to go global, yet its roots are inherently Bangladeshi. While Jaipur is a much-loved destination and has an international appeal, it is firmly steeped in tradition. In an effort to resonate with a global clientele Elma has dedicated the

collection to celebrate Bangladesh set against a beloved site with a worldly air.

To highlight the spirit of Dhaka, the heart of the nation, Elma has designed a stunning collection dedicated to this city that lives in our soul. Standout pieces include three long jackets, each celebrating the fabulous icons of Dhaka city as well as Bangladesh. In an effort to represent our country and culture to a global clientele these jackets are adorned with motifs of various landmarks of Dhaka city, such as Ashan Manzil and Sangsad Bhaban. Other cheeky details include a baby taxi, which is nod to the much-loved mode of transportation quintessential to Dhaka! Another jacket has been designed with water lilies, which is the national flower of Bangladesh as well as the symbol of HOA.

The Eid collection is extraordinary and offers something for everyone. Ladies' wear has beautiful kameez, sharara sets and jackets in soothing hues such as ivory, baby pink, mint, etc. that are perfect for daytime celebrations as well as jewel tones such as berry, grey and vivid yellow for revelries after dark. There is a play of many different

kinds of splendid embroideries together which creates a stunning effect. Each and every piece is hand painted with meticulous care, elevating them from mere garments to pieces of art. Prices start from Tk 7000 and go up to Tk 2.5 lakhs. Creative head Elma encourages and welcomes co-designing, which is a great option for discerning clients who wish to customise their outfits.

Men need not be disappointed as HOA has a splendid range of panjabis, coatees and sherwanis on offer! Understated shades of cream, ivory and beige embellished with delicate details are perfect for the relaxing Eid days while moodier shades have been reserved for the evenings. Prices start from Tk 7000 and go up to Tk 1 lakh. HOA has an outlet at House-44, Road-12 in Banani, where clients can behold the magic in person! Their online store is also available for local as well as international shoppers as they ship worldwide. So without further ado, head over to HOA for a glamorous, star-studded Eid!



By Sabrina N Bhuiyan  
Photo: House of Ahmed