

# Persona relocates Banani outlet

For the past 25 years since its inception, Persona has been a reigning name in the beauty industry. Owing to their quality services that are provided with precision and perfection, Persona only strives to do better in terms of serving their clientele. Furthering this notion, Persona's Banani outlet has recently been relocated and revamped.

Kaniz Almas Khan, owner of Persona stated, "The previous outlet had some limitations that were preventing us from



beauty arena, it is like a slice of Europe right here in Dhaka.

Shaon Tanvir, Business Development Director at Persona said, "Nowadays, it is not only about makeup, but maintaining and enhancing what you already have. With our wide range of services, we offer something for everybody. We can seamlessly cater to everyone's preferred price and convenience of time, whether they opt for a bridal makeover or corporate look." Experience Persona like never before in the newly



offering the best possible service to clients. We are hopeful that with the new outlet, which features some of the most cutting-edge facilities, we will be able to deliver on the promise of a soothing experience."

Truly enough, the new outlet is the perfect environment to de-stress and relax. The interior is the perfect amalgamation of comfort and convenience. The systems for ventilation and fresh air injection

ensure a refreshed atmosphere all the time. Furthermore, the usage of diffused lighting makes for a cosy affair.

Be prepared for an instant change of atmosphere as you walk into the beauty parlour that has a fresh new avatar with a functional layout. Officially relaunched on March 30, 2022, the 5000 sq. ft. marvel has been divided into five sections in order to provide the best of services to customers.

The cutting section is dedicated for hair cutting, treating, and colouring that is adjacent to the area designated for shampooing, which allows for efficient services. The makeup section is neatly arranged with a subsection for bridal makeup. Attaining these services from internationally trained artists and stylists makes the experience even more worthwhile.

Pass by the manicure and pedicure section and the setup will instantaneously

invite you to avail a quick cleansing — such is the refreshing and welcoming vibe it has. Persona caters to a large group of clients offering services for everyone, ranging from a quick facial to deep cleansing. The orderly and tranquil facial section is dedicated to people seeking such services.

Lastly, the wellness section has to be the best in the bunch! The private sections for individual pampering sessions are replete with starry lights on the ceiling. Spending an hour or two in this relaxing environment while getting a facial alongside massage from expert hands will transport you to a completely different place.

In the revamped outlet, experience the epitome of relaxation and pampering like never before. The entire spatial layout has been designed to ensure a seamless flow of services that reflects years of experience. Taking inspiration from the European



relaunched Banani outlet. Geared with over 80 employees waiting to serve you, you know where to head for a day of relaxing and de-stressing. The operating hours are from 10am to 8pm every day.

**By Fariha Amber**

**Photo: Persona**

*Address: Khaja Palace, House 76/B (Second Floor), Road 11, Banani*

## EVENT

# Monno Ceramic presents Grand Eid Exhibition 2022 in Chattogram Radisson Blu

Shopping during Eid sometimes turns into an unpleasant experience with the crowd, heat, and incessant bargaining. Having one place to shop for yourself and friends and family is quite rare. For the residents of Chattogram, this is no longer an issue! The 3-day long fair styled Monno Ceramic presents Grand Eid Exhibition 2022, starting from the 14th April, is the most hyped event of the season.

Organised by Manzuma Murshed, the founder and CEO of M&M Business Communications, the fair will host 80 stalls which will all be under the same roof in one of the biggest halls of the Radisson Blu Chattogram Bay View. Monno Ceramic is the title sponsor of the event, and Veneto Furniture is the gold sponsor. Partnering with The Business Standard, ICE Today, Bengal Tea from City Group and FnF Photography, the Grand Eid Exhibition 2022 promises convenient Eid shopping in comfort from 11am to 11pm.

Manzuma has been working in the education field almost her entire life. In her journey as an education consultant, Manzuma has a penchant for organising various exhibitions. As such, she has been organising this Eid fair since 2018. Given her dedication and reliability, the fair has now become something the residents of Chattogram and Manzuma herself look forward to every season.



"When I am in Dhaka, I cannot always go to two or three shops to buy gifts and other Eid necessities. Additionally, not everyone can go out and invest so much time in shopping nor does everyone have access to a good, quality collection," says Manzuma. With these concerns, Manzuma aims to make shopping convenient for the residents of Chattogram and give them access to a wider and authentic range of products.

Hosting the event in one of the biggest halls of Radisson Blu Chattogram Bay View, the intention is to allow shoppers to get their Eid shopping done in one spree. Each of the 80 stalls brings something unique to

the fair. Starting from clothing, jewellery and accessories to home decor, crockeries and other lifestyle products, all Eid necessities will be present under one roof.

To ensure the best of the best products, Manzuma herself goes through each and every business which approaches her to participate in the event entailing that reliable businesses can display their products. With such determination and passion, Manzuma with her experiences in organising fruitful events is introducing a more reliable, convenient and comfortable shopping hub.

"We have a tradition of giving gifts in Chattogram, not just to our close and

distant family members but also to our friends, especially during Eid. Shops tend to remain open till Sehri," says Manzuma. Keeping this tradition in mind, this event allows shoppers to have a more relaxing experience. Additionally, to give residents of Chattogram more variety, the stalls will also include renowned brands from not only the city but also from Dhaka, India, Pakistan, Dubai and more. "This variety of collections makes the event more attractive in Chattogram," she adds.

What sets this Eid event apart is how it gives a platform to online businesses with no physical stores. Additionally, the majority of stalls are all female-run enterprises and such, this event is also a platform for female entrepreneurs. Open to everyone, this fair has something from everyone. "I don't just bring high-end brands to this event. Even in an affordable price range, you can find quality and standard products. So, the fair is for all kinds of people. However, the products have to be standard and nice," she adds.

The event will welcome Khadijatul Anwar Sony MP as the chief guest at its inauguration. The fair promises a wide range of products for the residents of Chattogram with hassle-free shopping experiences for shoppers, all under one roof!

**By Puja Sarkar**