

#PRESS RELEASES

Eid Collection by Friendship — Colours of the Char

The slow and sustainable fashion brand of the country, Friendship — Colours of the Char celebrates weaver's art in a world that is running on fast, throw-away fashion spun on automated machines.

Their new collection is in gorgeous block prints, muted and vibrant colours and the most alluring combination of hues that promises coolness, comfort, unbeatable style and so much more.

The makers have



chosen “hope” as the inspiration behind this year's collection. In keeping with the theme, the saris all boast lively colour combinations. There are tassels, flowy blouses, ruffles and halter-necks, all doing their bit to make the saris come alive. The innovative ways in which the pieces are draped add to the seemingly limitless possibilities with this collection.

Nazra Mahjabeen Sabet, director operations at Friendship Colours of the Chars mentioned how slow fashion recognises that there are human beings behind the clothes we wear, and

one conscious buy can change the world. The statement rings true as the new collection rolls out with unparalleled craftsmanship showing through the folds of the saris demanding recognition and respect.

Essentials —

Find their exclusive products at their shops located on the 2nd floor, House 40, Road 12, Block E, Banani; and House 352, Road 27, Dhanmondi.

By Munira Fidai



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