

#FASHION & BEAUTY

Children's clothes from LULLABYS

When shopping for children, there are some factors that top our priority list. Sure, we may like to dress our babies in special clothes every now and then, but for regular wear, we are often looking for something comfortable that will keep them cosy and unbothered throughout the day. Lullabys is a new establishment dedicated entirely to the comfort, safety and convenience of your little ones.

T-shirts, dresses and of course, the most adorable piece of baby clothing, the rompers; all can be seen in a combination of bright and soothing colours at Lullabys. The designs consist of flowers, different types of patterns and minimalistic animations in them. The solid colours and tie-dyed prints are perfect for an outing on any special occasion.

"A baby's skin is naturally far more sensitive from an adult's and this plays a critical role when we consider making clothes for babies. Our entire research team is focused on finding the right material that are easily washable and keep children at ease," says Ikramul Hoque Rayan, founder and CEO of Lullabys.

True to his words, Lullabys works with 100 percent organic cotton fabric, producing casual wear for children starting from new-borns to eight-year-olds. Being lightweight and breathable material, this cotton also keeps the baby's skin safe from irritation and allergies.

Kurtas and other traditional wear are soon to be added to this line for the little ones. Lullabys also plans to offer customised outfits where dresses will be tailored by them to meet our individual requirements.

In his seven years of experience in the country's RMG sector, Rayan noticed how despite the growing demand for kids' wear, not many



outlets were specialising exclusively on it. "I saw how people often rely on foreign brands when it comes to safety and comfort for their babies. Ironically, we all know that some of the major brands worldwide make their purchase from Bangladesh," said Rayan. "Thus began the journey of Lullabys to address this market gap in our country."

But with great quality comes a big price, right? Lullabys says no. In addition to unmatched comfort, this brand is also going to save a hefty amount of your budget by offering the absolute best prices you can find around the city.

When talking about the sourcing of their fabric and production, Ikramul Hoque says, "Every element in Lullabys cloths are sourced from Bangladesh. Having worked in this field for so long, I know that we, as a country, are very strong in this field."

With an aim to offer top-notch quality at an affordable price, Lullabys has plans to open more outlets around Dhaka by the end of this year and eventually expand to more cities of Bangladesh.

For more information, check out <https://www.facebook.com/lullabysbd/>

You can also visit their store at Banani, Road-12, House-108, Dhaka 1212.

By Nusrath Jahan
Photo: Lullabys



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Redefine comfort for your feet with Amour

When choosing items of clothing, the importance of comfortable socks is often overshadowed because of its 'hidden' nature. Itchiness, red patches, sweating and suffocating inside the socks; it's chaos. Well, Amour says it is time to change our sock experience.

Sometimes inspiration from those close to us can work wonders and that is exactly what happened in case of Amour. In their 15 years of experience in exporting socks, the team of Amour had the opportunity to share some sample pieces with family and friends. This was quickly followed by amazing feedback and request to start local branding which eventually led to the beginning of Amour's journey.

"After looking into the local market, what struck me the most is how our people often have to pay high prices for compromised quality. It felt like we were depriving our own. That along with motivation from everyone, were perhaps the biggest driving forces in Amour's creation," said Mujib Mahmud.

Not only does Amour claim unmatched quality and comfort, it has more than enough proof to back it up. Amour uses around 75 percent premium cotton such as Supima. Hold them in your hands, and you can easily feel your fingers sinking into that softness. Slide your feet into them, your heels and toes are finally at peace.

Amour socks are lightweight

On the other hand, we have 'invisible socks' which are the perfect companion for loafers.

For Women

Stilettos, pumps, chunky; there is a whole list of women's shoes that look beautiful but feel deadly after some time. Thankfully a little tricky invention i.e., the invisible socks can protect our feet from the inside while their beauty remains intact from the outside.

For casual wear, women can choose from long, three-quarter, and ankle length socks, all of which come in a combination of terry with single-jersey and non-terry. The low-cut studio socks cover your toes and stop just short of the ankle. Sleek, stylish and wearable with almost any shoe.

For Children

With a dash of bright colours, Amour has an adorable section for kids. Starting from new born babies to school children, there is something for everyone.

Attention to details is evident in each piece. Planets, the moon and stars, animals, nature; everything is painted beautifully in these cotton socks. Going the extra mile, Amour has also added 3D printed socks that have many types of animals, fruits and vegetables in them.

For girls, the edges of socks are done in picot;



and highly absorbent which makes them perfect for long hours of use. Because of their breathable nature, people with sensitive and allergy-prone skin can use them without worrying about blistered feet later on.

But Amour has not stopped at comfort and durability. Keeping in mind the individual requirements of different genders and age groups, they have introduced many colours and styles into their creation.

For Men

While the all-time classic long socks come in a range of solid colours as well as stripes, the crew socks have an added flair to them. These 3D sports socks consist of terry fabric around the ankle and heel area, while having breathable cotton on the bridge, guaranteed to keep your feet cool and dry on a hot day. The grip is also firm without being unnecessarily tight.

something we have only seen in foreign branded socks till now.

For now, Amour plans to expand its brand not only inside Bangladesh, but also in India and Sri Lanka. And seeing how their quality differs significantly from others, it should not take long for them to branch out.

Now the question is, from where you can get these amazing socks. Amour launched an e-commerce site so you can easily purchase online. For a more hands-on experience, Amour has recently collaborated with "Infinity Mega Mall" to reach a wider customer and base while establishing its brand loyalty among them.

Essentials:

E-commerce website: <http://www.amourbd.com/>

Facebook: <https://www.facebook.com/hellowamour/>

By Nusrath Jahan
Photo: Sazzad Ibne Sayed