

Imagine this, your wedding day is almost knocking at the door, and whether everything runs smoothly or not, one thing has to be perfect, the wedding attire! So, will it be Sabyasachi Mukherjee or Manish Malhotra? Surely there cannot be any other option than designer wears from abroad, with their dazzling collection, marvellous embroidery and the intricate craftsmanship on display to enthral any bride or groom. But as it turns out, you don't have to get on a plane for your wedding shopping trip, and instead you can do it, right here in Dhaka.

Revival of the Bangladeshi

INDUSTRY

The high-end local bridal and

groom's clothing industry is

relatively new. Targeting a

very niche consumer base,

brands like Aarong and

Benaroshi Polli started

bringing their wedding

offering customers for

were completely local, if

not a bit limited in their

Everything was

going along nicely for

course 2020. The COVID-19

"There's a definite shift in how brides are

brands and at the same time promoting

and owner of Sarah Karim Couture.

Buoyed by the success of brands like

the industry, until of

pandemic dealt a massive

blow to our usual habits and

we were confined to small scale

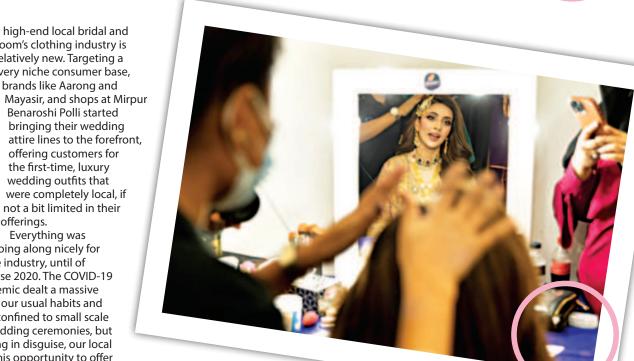
personal wedding ceremonies, but

call it a blessing in disguise, our local

offerings.

the first-time, luxury

wedding outfits that



Chantilly by Selina Nusrat,

Sarah Karim Couture, Sahar Rahman, Zurhem by Mehruz Munir, Nuzat Nawar and more, it's now possible for the bride and the groom to enjoy having the perfect wedding attire, with some help of course!

Saris that will give off the radiant vibe that you want on your wedding day, or the gown with a long flowing tail that will charm everyone present, or maybe you want to be involved right from scratch to every design and visual fundamentals for the wedding wear, you name it, and our local brands will provide

Even with our local industry making headway into the 'wedding fashion' scene, a lot still needs to be done. A penchant for Indian and Pakistani designer dresses still

looms heavy while there's still a certain lack of interest from consumers to fully dive into the local bridal brands, add to that

a lack of co-operation from local designers also plays its part. Fashion designer, Nuzat Nawar

had this interesting insight regarding the industry, saying, "I am educated in all aspects of designing like colours, lighting, visualisations and more. So, this comes to me naturally and I want to work with my fellow designers more." In addition, there needs to be

more of a concentrated effort from local fashion brands to make sure our industry not only becomes selfsufficient, but on the path to global dominance in the near future. As Selina Nusrat said, "From my experience I can tell that I have international clients who love my collections, the thing is if your products have the same quality as those of international brands and you do not compromise on serving your clients, then I can definitely see our local bridal industry becoming successful on a global scale."

Photo: Sazzad Ibne Sayed Model: Nazifa Tushi, Bidya Sinha Saha

Wardrobe: Chantilly by Selina Nusrat, **Sarah Karim Couture** Makeup: Privé by Nahila Hedayet Location: ICCB Dhaka **Special Thanks to LYNX Events by Nuzat**