

Madhuree Sanchita Smrity: Her own world of fashion

The first inspiration for Madhuree Sanchita Smrity came from her mother, who would do thread work on dresses and often get her involved by asking her to draw out the designs. Over the years, Smrity found herself more in the world of art and fashion, and once she joined the Faculty of Fine Arts at the University of Dhaka, there was no looking back.

During her Charukola days, Smrity joined the team of the most renowned puppet show of Bangladesh, Sisimpur. She continued puppetry for roughly five years, all the while completing her Bachelor's and Master's. Afterwards, she joined Rang, officially taking her first step in the world of fashion. Smrity joined Jatra in 2010 and Anusheh Anadil became her mentor in her journey of becoming a designer.



"I will always be immensely grateful to Anusheh. She tirelessly taught me everything there is to know about fashion designing," says Smrity. After seven years of working with Jatra, it was time for her to broaden her horizons.

Other than Rang and Jatra, Smrity has also been associated with brands like Aarong and Aranya, having worked long periods of time with both of these fashion houses.

Madhuree Sanchita ultimately found her own niche in jewellery making, beginning her own enterprise, Rhree, in January 2020. What is exceptional about this particular creation of hers is her use of natural seeds in making the jewellery.



In addition to using natural colour, Smrity has worked with a variety of over 50 different types of seed in her jewellery.

"Women are a part of the cycle of nature," says Smrity, "So creating Rhree and working with natural ingredients like seeds is a way of reflecting the women's involvement in nature," she said.

Smrity has been an active part of Fashion Design Council of Bangladesh (FDCB) for the past four months and feels excited to be working in a platform that allows her to interact with designers and aspiring artists of different age group and experience.

By Nusrath Jahan
Photo: Tamim Ahmed

Tanha Sheikh: Her approach to sustainable fashion

Sustainable fashion is often talked about in opposition to fast fashion, which is known to contribute to environmental pollution. Many Bangladeshi designers, including Tanha Sheikh, are embracing sustainable fashion, while keeping in mind to engage the youth with intricate designs and modern trends. She believes that this new way to fashion and sustainability can produce garments with longevity and embody cultural stories.

Tanha's journey in the creative field began during her childhood. Growing up in a culturally rich environment, she always had an affinity for art, craft, and nature. Her passion to work in fashion and her motivation to revive Bangladeshi traditional

arts led to the creation of her clothing line, Taan, in 2016, while pursuing a Master's in Fashion Design from Shanto-Mariam University of Creative Technology.

Realising the harm that the fashion industry inflicts on the environment, she chose to evade all practices contributing to climate change in her work. Despite the cost increases and challenges, her aspirations and her duty to inspire the youth to embrace Bengali traditions and stay connected to our heritage, kept her motivated.

Tanha firmly believes that developing something from a classical perspective does not lessen how rich the design is. Her collection, 'Tepa Putul,' digs deep into integral parts of Bangladeshi culture through modern designs. Her collection used AZO-free materials, meaning the entire manufacturing process was free from using toxic chemicals like bleach and nitrogen.

With her upcoming collection, she intends to travel across Bangladesh, gathering experience and information from local artisans, and the indigenous population. Currently focusing on women's and menswear, she hopes to expand to the home decor sector.

In the coming years, Tanha aspires to start a foundation for artists to directly sell to local and international customers to earn better and increase the value of their work. She additionally is looking to work in the field of women empowerment through evidence-based information and technology allowing women to create market-friendly products.

By Puja Sarkar
Photo: Tanha Sheikh

