

#FASHION & BEAUTY

Nusrat Jahan Sonia's journey with henna

Nusrat Jahan Sonia first found her love for henna nearly ten years ago, in 2012. As a young teenager, she was fascinated by intricate mehendi designs and would often try them on her friends and family. With time, this little hobby grew and her interest led her to learn the art as well as the process of making organic henna.

After two years of working, training, and learning, Jahan officially started her venture in 2014. Using her social media page, Nusrat Mehedi and Fashion Buzz, to showcase her work, she succeeded in garnering popularity within a short time.

Jahan worked hard to make a profession from her passion. She participated in numerous fairs, bridal makeover events, and henna events. As challenging as these projects were, each of them added to her experience while helping to grow her customer base.

"We all use social media to promote our business, but I think honest feedbacks from happy customers are the best form of advertising for artists like myself," said Jahan.

Besides her henna designs, Jahan also has a separate clientele that loves her handmade organic henna. Made from pure mehendi powder and essential oil of Rajasthan, India, the henna tubes used and sold by Jahan are nothing like the usual

ones we often come across in shops. After drying up, the henna takes the form of an intense maroon colour that is guaranteed to stay like that for at least ten days.

With a successful venture built solely out of passion, Jahan now works with several NGOs as well as other organisations for training women and providing them with a source of income. In addition to teaching classes online and offline, Jahan now leads a team of twenty young henna artists, all trained by her.

In an account of her journey so far, Jahan explained how she faced her fair share of difficulties over the years.

"Since we go to our clients' homes, it requires a lot of personal interaction," said the artist, "and while in some places, we are treated just like family, there have also been some unpleasant instances where our profession has been looked down upon."

Jahan says that she is working towards a number of goals. Not only does she want to expand her work within and eventually outside Bangladesh, but also wishes to establish that every honest profession deserves to be respected. This artist truly sets an example and reminds us that there is indeed no shortcut to success.

By Nusrath Jahan
Photo: Nusrat Jahan Sonia



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