



#FASHION &amp; BEAUTY

## An evening of celebrating fashion with Zurhem

The fashion industry of Bangladesh is always buzzing with excitement and our designers know how to keep us on the edge of our seats awaiting their new line of work. However, the latest news this time is particularly thrilling. Renowned fashion house Zurhem hosted the launch of its new line of Summer Spring collection, Zurhem SS23, on Saturday, 18 February, 2023, at an exclusive private viewing and it's unlike anything we have seen from them before.

The new collection features light and airy, ready-to-wear fits highlighting minimal designs. Diverting further away from their traditional line of work, the focus this time has been on casual shirts, dresses, jumpsuits, shorts, and more in white, silver, and duo chrome colours. This departure from their traditional aesthetic by Zurhem shows their willingness to try new things and embrace change which is always refreshing in the world of fashion.

A perfect mix of simple yet chic and

elegant with just the right amount of fit and flair, this time Zurhem is all about keeping it minimal but making a statement at the same time. Be it a formal event or a night out in the town, these fits can be paired effortlessly for various occasions, making them a great addition to your wardrobe.

This time Zurhem hosted their first solo show after a two-year-long break due to the pandemic, and they have brought in all the right elements for a rather grand evening. Curiosity was piqued when guests received

a beautiful bonsai as part of their invitation to the show.

Knowing Zurhem, this was obviously no random component. The big reveal came with 'Equality, Social Justice & Freedom' as the theme for the evening. With incredible choreography by Azra Mahmood, dance drama and theatrical performances took to the runway to explain the inspiration behind this collection. Mother Nature played a crucial part in all of it, shades of white being used to explain serenity and

harmony.

Mehruz Munir has always made his presence known through his designs but this show somehow made us reconsider his versatility as a designer. Never backing down from a challenge, this designer is definitely at the top of his game at all times, always bringing something unique and setting the bar at a new high every time.

**By Nusrath Jahan**  
**Photo: Zurhem**

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