

#FASHION &amp; BEAUTY

# House of Ahmed's Eid Collection hits it out of the park

For the past few years, House of Ahmed has been consistently pushing the envelope when it comes to lavish clothing items. Catering to a certain niche, they have achieved a unique balance between experimentation, tradition, and luxury that has led to some very memorable campaigns in recent times.

Last year, they did a campaign that featured Joya Ahsan draped in elaborate and eloquent sari designs that also incorporated elements of rickshaw art.

Continuing along that line, this year, they have released three separate campaigns for Eid. In the heart of their exciting operations lies the dynamic husband-wife duo of Ahmed Tuhin Reza and Tanzila Elma, and they filled us in on the stories and inspiration behind their Eid collection.

"The first campaign featured international model Piyush Manwani and was shot in Cox's Bazar, with the focus being on panjabis made from materials such as cotton, Muslin, and taffeta silk. The second featured a Russian model named Eugenia sporting our high-end custom outfits and a few of our ready-to-wear designs and that was shot in Mumbai. "We topped things off with a third campaign with Nibir Adnan and Tangia Methila that features some of the boldest and most intricate designs coming out of House of Ahmed and is arguably our most unique campaign," explained Tanzila Elma.

