

#GUIDE

The psychology of colours

Colours are more than meets the eye. There are a lot of psychological implications behind colours and they can have an impact on human behaviour as well as our moods. It is the first thing we see and our brain associates different colours to different things/feelings and it's truly maryellous.

Colours are far more complex and nuanced than the days of "pink is for girls; blue is for boys" days of our childhood. In fact, marketers, interior designers, and artists alike make the most of colour association to evoke emotions among their audiences and use it as a means to communicate in a non-verbal way.

Red is arguably the most eye-catching of the primary colours and is capable of evoking really intense and strong moods and emotions. Associated with love, passion, strength, danger, and anger red can have a strong impact on the human mind. It is used to help patients release anger and negative thoughts in colour therapy. It is a bold colour that can help us boost our confidence. It is also known to energise, inspire, and motivate so it is often a go-to choice for politicians and other influential individuals in small doses. It also happens to be the most used colour by marketers for its ability to grasp people's attention.

While red can excite us, blue has the exact opposite effect: it calms us down. Ever wonder why shades of blue are so popular among hotels, hospitals, and airlines? Blue represents peace and serenity. It reduces anxiety and fear and induces calmness, which positively impacts our pulse rates. It is also associated with trust, honesty, and reliability which is why it is a safe choice for businesses in order to build customer loyalty. It is also a good pick for attires in interviews and business meetings.



Green is a colour of contradictory natures: on one hand it represents harmony, stability, nature, growth, wealth, and prestige. On the other hand, it can lead to feelings of envy, greed, jealousy, and selfishness. Quite literally like money, no wonder it's green. However, the positives do outweigh the negatives and green can make you look confident and sure of yourself so it is a good fit for dates and idea pitches.

Happy, fun, and oozing optimism yellow is the epitome of positivity. Apart from that,

it appeals to the logical side of the brain and inspires creativity and productivity which is why most post-it notes are yellow. However, despite its uplifting nature, yellow also represents impatience and spontaneity which may always not be perceived in the right way. In addition to that, it may be a little too much to the eyes and can cause strain.

Purple is the colour of kings and queens: quite literally as per all historical recollection, it is the colour of royalty. It

represents wealth, authority, creativity, and imagination. Lighter tones can have a calming effect while the deeper hues get creative and create excitement, making it a good substitute for both red and blue. It is also a colour that takes a lot of confidence to pull off so you will most definitely turn heads wherever you go and get a lot of plaudits.

By Irfan Aziz Photo: Collected



How to style your work outfit

Do you ever stand in front of your wardrobe and scratch your head, unsure of what proper work attire to wear to the office? It might seem like most of your choices will lead you to disregard your comfort. But fear not! Nowadays, you can seem professional without sacrificing comfort in the workplace. The popularity of comfort fashion may be attributed to their ability to improve our mood, self-confidence, and overall state of mind. Therefore, we have gathered some exciting examples of attire to help you choose something that is both practical and stylish for the office.

Comfortable clothing depends on fabric, style, and fit. Cotton clothing is soft, natural, flexible, and breathable, making it more pleasant than polyester, which is a synthetic fibre. Linen's breathability also makes it a favourite summer fabric. Silk is another lightweight, breathable natural material that absorbs moieture.

The shalwar kameez outfit is versatile and popular among Bengali ladies because of how comfortable it is. You can refresh your appearance for the workplace without sacrificing your uniqueness, your taste in professional attire, or your desire to maintain cultural ties by just bearing in mind the latest fashion trends and official dress code. A tight-fitting ankle salwar, for instance, would look great with a collared ethnic kameez. It would be stylish and comfortable, and it would flatter almost any figure.

While a lightweight cotton kameez is perfect for the workplace, straight trousers or churidar may be worn instead of the shalwar. Put together a chic outfit for the workplace by wearing a straight-cut, pastel-coloured kurta with palazzo trousers and a dupatta, if desired. The soft hues will help you blend nicely with the professional setting. Avoid tight thin jeans, which may irritate your legs over time, and instead choose elasticated trousers or flexible leggings.

Work clothes with loose-fitting tops let you move and work efficiently and give you a sense of freedom. Pick long and flowy tops made from fabric that is both very smooth and silky and has an excellent drape, for maximum ease and relaxation. In hot weather, these garments reduce perspiration, protecting your clothing from embarrassing sweat stains. It is even better when you combine loose-fitting tops with elastic-waisted bottoms.

Having said all of that, we hope that this information assists you in creating a work wardrobe that appears professional but is also very comfortable with the goal that you feel wonderful during the day!

By Samayla Mahjabin Koishy Photo Courtesy: Tahoor Wardrobe: Tahoor by Hanium Maria Chowdhury









Not only are we working to cure a problem, the goal now is to prevent it from occurring in the first place.

For instance, a regular cleansing followed by moisturising and sun protection helps your skin replenish its natural nutrients bringing back the long-lost glow. Incorporating serums on specific areas of the face can get rid of unwanted pigmentation, spots, wrinkles, or fine lines. Treating your skin to a weekly or bi-weekly face mask session infused with clay, botanical extracts, or hydrating hyaluronic acid helps your skin revive from its daily battle with dust and pollution. All in all, the skin is very happy now!

Perhaps, one of the biggest benefits of this skin-first makeup trend is now the commitment to caring for your skin almost automatically translates to caring for your overall well-being. For instance, healthy skin comes with a healthy diet or drinking ample amounts of fluids. And no, 'eating healthy' does not start with munching on a salad all day but rather cutting down on junk food and soft drinks.

A light workout or yoga routine can help release toxins from your body, helping you achieve a rosy glow. Lastly, we are advised to get enough rest and routine sleep to avoid looking exhausted.

The emergence of a makeup trend that emphasises skincare marks the beginning of a time when self-care and beauty intertwine perfectly. It encourages us to put our skin's health first, making us realise once again that true beauty comes from within. We now know that the magic of makeup is meant to enhance the beauty that we have already rather than be a curtain to hide behind. The no makeup look serves as a reminder that accepting our natural features is alluring in their simplicity and caring for our skin is the key to self-confidence.

By Nusrath Jahan Photo: LS Archive/ Sazzad Ibne Sayed







#FASHION

While this is not something we tend to fuss much about, the wrong beachwear can single-handedly invite a series of disasters quickly turning our relaxing trip into a stressful one. Imagine going for a dip in the cool waters on a hot day, but you are wearing a pair of jeans. Not only will you get none of that coolness you expected, but the fabric will soak up salt water like a sponge leaving you feeling utterly uncomfortable. The opposite is of course an outfit that combines comfort, fashion, and the essence of

Starting with something casual but chic, we have crop shirts and palazzo pants. A fitted crop top with fluttery palazzo trousers effortlessly combines ease and elegance to create a look that is ideal for a lazy stroll along the shoreline, a beachfront brunch, or a barbeque dinner. While these tops accentuate your curves, the palazzo's billowing fabric swaying in the wind adds a touch of drama to the whole look.

the ocean.

As for colours, you can embrace the summer feel by combining bright yellow, orange, pink, etc. with blue,



olive green, or black palazzos. Or go for an embodiment of the sea and the sky by combining the classic white top with ocean-blue bottoms. A pair of sunglasses and some strappy beach sandals can complete your look.

Another variation of the same idea is combining crop tops with a wrap skirt. This laid-back feminine piece adds an edge to your outfit, making it a perfect choice for an effortless beachside charm.

The adjustable wrap allows you to decide your perfect fit while breathable fabric and vibrant colours add a flirty twist. And if you are

willing to go the extra length, this is also the outfit to pair with a widebrimmed sun hat.

If you are a retro soul, it is time to bring out jumpsuits to the beach. A jumpsuit with a long flowy shrug is the ultimate allin-one outfit that effortlessly versatility. Choosing fabrics let you enjoy the waves without a worry about the world. On the

Accessorise with beach-inspired headbands, a necklace, or a pair of small ear studs and you would be the perfect depiction of what people call classy and

When it comes to classic beach attires, knee-



Tie-dye prints are the ideal choice for anyone looking to achieve a free-spirited bohemian beach vibe. Be it in a dress, skirt, two-piece set, or jumpsuit, tie dye infuses your outfit with a retro feel while also adding a dash of artistic flair. For a boho chic look, choose a tie-dye maxi dress or a flowy tie-dye skirt coupled with a solid-coloured crop top. The colourful swoops will evoke a sense of wanderlust and give your beachwear a fun touch. You can complete this outfit with accessories like beaded bracelets, a floppy sun hat, and a fringed bag.

As you set off for your day at the beach, remember it is all about being comfortable in whatever you wear. The goal is to have fun, be confident, and let your style shine while you enjoy the sun, sand, and waves.











#F00D

Exquisite Turkish flavours at Lezzetli

Turkish cuisine is popular worldwide and has cemented itself as one of the best. They have a wide variety of savoury and sweet dishes that tantalise the senses immeasurably. Its profound effect has now reached the shores of Chittagong with the help of Lezzetli, a restaurant serving up the most delectable and mouth-watering Turkish dishes. From kebabs to shawarmas to maqlubas, Lezzetli has got you covered on your quest to find great Turkish food.

Located at CDA Avenue on Nizam Road, Chittagong, Lezzetli first opened up its doors in September of 2021 and has quickly gained a good reputation for their food. They were inspired by the Turkish influence that exists outside of Bangladesh and wanted to replicate the same taste in Chittagong. They did their research about the best types of foods in Turkish cuisine and decided to open Lezzetli, the first Turkish restaurant in Chittagong.

Their main objective was to give the people of Chittagong a taste of the Mediterranean without ever having to leave the city. Authentic mezze platters, a number of kebab platters, and rice dishes are just a simple drive away. That is why they were very careful to preserve the authenticity of the cuisine. The main attraction at Lezzetli is definitely their mixed meat platters.

The kebabs are quite light and packed with Mediterranean flavours which is an excellent choice.

They also have traditional Turkish soups, chicken kebab platters, and rice dishes like maqluba and maqboos which are the perfect add-ons to go with the variety of kebabs and the truly awesome dessert menu which is both delicious and

authentic. You have kunafah with its cheesy goodness and baklava, the go-to sweets in Turkey amongst many others. Their prices are fair, given the quality and overall taste.

Although you can find continental foods like steak and burgers or Asian choices such as Tom Yum at Lezzetli, what really makes them stand out from the rest of the restaurants out there is their Turkish food. They have maintained an authentic recipe from an experienced team of chefs and refrain from any form of fusion which helps keep the authenticity to a maximum.

The moment you enter Lezzetli you experience all the sensations of a classic Turkish restaurant. The lavish interior with lamps and carpet decorations all inspired by the bazaars and restaurants in Turkey, the wondrous smell of Turkish spices all around and the overall ambience of the place really gives you that true Turkish dining experience that many people seek.

Lezzetli is located at 787 CDA Avenue, O.R. Nizam Road,4100, Chittagong, Bangladesh, Chittagong, Bangladesh Contact #01857-66555

By Abdul Warith Khan Photo Courtesy: Lezzetli Restaurant











GREEN CROSSROADS

FAIZA AHMED

is an artist, sustainable fashion activist, owner of Manas, owner, food visionary and vegan chef at Shanchayita.



With many problems in the industrial farming industry, including animal cruelty, many people are choosing vegan alternatives. A plant-based diet is much better for the environment than one that is

This thali comes with six sides and it is served with steamed rice. All the sides are cooked in mustard oil and each of them has a minimalist recipe that utilises simplicity and quality of the ingredients to achieve mouth-watering results.

PUMPKIN AND OKRA FRY Ingredients

heavy in meat and dairy.

200g pumpkin 100g okra 1½ tsp oil 1 pinch of fennel seeds Onions Green chillies

Method

Pour mustard oil into a pan. Then add fennel seeds, chopped onion, okra, pumpkin cube, and slit green chilies. Begin to sauté them in oil on high heat. When the pumpkin shrinks and is no longer sticky, add salt. Once brown colour appears at the edge of the pumpkin cubes, it is ready to serve

MASHED NIGELLA SEED/KALIJEERA Ingredients

100g kalijeera 2 pieces garlic 2 onions 2 green chillies

Method

First, take 100g kalijeera; wash it and soak it with water. Let it dry. Now, toast it until it starts popping sound. Take garlic, onions, and green chillies and fry a little. Then take all the ingredients and mix well in a blender until it is a half-done paste.

CHOLA DAAL WITH TOMATOES Ingredients

A pinch of turmeric and chilli powder 1 piece bay leaf

4 pieces tomatoes (cut into squares)

½ cup chickpeas

½ tsp ginger paste ½ tsp garlic paste

Method

Soak $\frac{1}{2}$ cup of chickpea in water for 1

Vegan recipes you can try



hour then boil it
until it becomes
softer. Strain it.
Pour mustard oil
in a pan, then add
bay leaf, chopped
onions, and fry it
for 2 minutes. Then
add garlic-and-ginger
paste, water and a pinch
of garlic-and-chili powder.
Cook this masala for 5 minutes

and then add tomato cubes and 1 cup of water. Now, boil for more than 5 minutes on low flame. Add chickpea into this mix and cook it with salt to taste. You can add a pinch of cumin powder for fragrance and cook it for 10 minutes more on low flame and it's ready to serve.

FRIED BITTER GOURD WITH POTATOES Ingredients

3 pieces bitter gourd (small) 1 tsp finely chopped onion

- 1 tsp finely chopped garlic
- 1 tsp mustard oil
- 3 potatoes (cut into pieces)
- 2 pieces green chilli

Method

Wash bitter gourd thoroughly under running water. Heat mustard oil in a pan. Add chopped onions, garlic, and green chilies. Sauté the onions and garlic until they turn light brown. Now, add bottle gourd and potato, and cook for 8-10 minutes on medium heat. Add salt to taste and do not cover the pan so that you retain the green colour of the bottle gourd and at the same time the vegetable is well-cooked and softened.

FRIED GREEN CHILLIES IN ONION Ingredients

10 green chillies (soaked in water; take out all the seeds using a fork) 1 tsp onion Scallion Salt to taste

Motho

Heatmustard oil. Add onion and salt; fry it for 2 minutes then add chillies and scallion and cook it on high heat for 2 minutes. Add salt to taste and to enhance the flavour you can add a pinch of brown sugar.

SAUTÉED MORINGA LEAVES IN GARLIC Ingredients

2 cup moringa leaves 2 pieces dry chillies 1 tsp chopped garlic Mustard oil

Method

Brush the pan with mustard oil and heat it. Then add fresh moringa leaves and chopped garlic at a time. Now sauté in high heat and add dried red chili and salt to taste. The moringa leaves will be crispy and green and ready to serve.

Photo: Faiza Ahmed Food & Décor: Shanchayita by Faiza Ahmed



Jackfruit is a summer delight in this part of the world. Packed with nutrition the raw fruit is eaten as a vegetable; it is consumed as a ripe fruit; used to make pithas and other sweet dishes. Many include jackfruit in their summer diet, while others detest the taste and the smell. Be that as it may, jackfruit remains one of the richest sources of vitamins, minerals, and fibres.

This exquisite summer fruit has more vitamins and minerals than apples, apricots, bananas, and avocados. The fruit is also important for its anti-carcinogenic, anti-microbial, anti-fungal, anti-inflammatory, and hypoglycaemic properties.

The nutritional value of jackfruit varies according to the stage of ripening. The protein content of the seeds is also impressive and can vary up to 5.8 to 6.3 per cent. One cup of sliced raw jackfruit has 157 Calories, 2g of fat, 38g of carbohydrates, 3g of protein, and 40mg of calcium.

According to NIH (USA) every 100g of ripe flakes contains 287-323mg of potassium. It has essential amino acids like lysine, leucine, methionine, cystine, histidine, and tryptophan which are very important for the growth and development of the body.

The bright yellow colour comes from carotenoids, which are abundant in vitamin A. Carotenoid is also an antioxidant that is responsible for protecting cells from damage, and preventing degenerative diseases.

Only a few tropical fruits have a good amount of vitamin B, jackfruit being one of them. It contains good amounts of vitamin

B6, riboflavin, niacin, and folic acid. It also contains trace amounts of minerals like zinc,

The antioxidant properties of jackfruit can delay cell damage influencing the anti-ageing process. The flesh has disease-fighting properties and the seeds have even more benefits. Jackfruit has a lot of free fat and contains zero 'bad cholesterol'. Hence it is a food that can be consumed regularly for optimal health benefits.

magnesium, and iron.

As jackfruit contains plenty of iron, its consumption can help prevent iron deficiency anaemia. It may also help to regulate blood circulation.

Copper is an important mineral that stimulates the production of the thyroxine hormone (T4) and prevents its overabsorption. It is necessarily essential for thyroid gland metabolism. Jack fruit contains high amounts of copper, helping to maintain the overall health of the thyroid gland. The potassium content of jackfruit is important for lowering high blood pressure and reducing the risk of cardiovascular disease.

The texture and outlook of jackfruit indicate that it has a lot of dietary fibres, both soluble and insoluble. The soluble fibres are responsible for the hypoglycaemic effect and the insoluble fibres are good sources of prebiotics. They help not only to improve the gut microbiome but also reduce the risk of sore formation inside the stomach. Fibres in jackfruit help in regulating bowel

movement and ease constipation. Thus, jackfruit helps to reduce different diseases related to the GI tract including cancer, ulcerative colitis, and peptic ulcer.

As mentioned earlier, jackfruit has its benefit as a hypoglycaemic agent. For the same reason, the fruit can be beneficial for people suffering from diabetes who cannot consume summer fruits like mango and lychee for their high fructose contents.

Our skin is susceptible to sunburn,

ageing, immune suppression, cancer, and oxidative damage due to

our lifestyle choices, exposure to the sun, and ignorance. Sometimes proper diet and simple steps can reduce this damage. Jackfruit contains a good amount of vitamin A and vitamin C. Both of which are beneficial for skin health. Vitamin C can boost collagen production giving a boost to the quality, strength,

structure, and overall health of the

skin.

Despite having numerous health benefits those who have different pre-existing conditions and comorbidities such as uncontrolled diabetes mellitus and chronic kidney disease should always remain alert of their consumption of this otherwise beneficial fruit.

Chowdhury Tasneem Hasin The writer is Chief Clinical Dietician, United Hospital Itd. AGS, BNDF Photo: Collected

Digital marketing trends to watch out for

In the last decade, digital marketing has become one of the primary marketing strategies for businesses. It might seem a little bit overwhelming at first glance, but there are a handful of digital marketing trends that have the potential to boost your business on digital platforms.

Here are our top picks that you might want to watch out for.

Short video content

Marketers are now recognising the potential of short video content to engage audiences and raise brand awareness, which is why platforms like TikTok, Instagram Reels, and YouTube Shorts have gained popularity. Reels and shorts, for instance, are especially effective at reaching younger audiences,

who typically use these platforms more actively. Additionally, short video content is simple to produce and consume, making it ideal for a variety of marketing goals such as product demonstrations, instructional videos, campaigns to raise brand awareness, and even entertainment.

Story focused content

Story focused content is another emerging trend in the digital marketing world. One of its main advantages is that it helps customers connect with the brand on a personal level. For example, a business that helps students with admission in universities abroad can demonstrate the company's success by making content where some of the students they have helped share testimonies. This can

help brands stand out from their competitors and earn the trust of their customers.

Influencer marketing

Influencer marketing is also in high demand as social media platforms rise in popularity. It is a type of marketing strategy in which businesses promote their goods or services together with people who have a large social media following. These people are referred to as influencers. They can be social media stars, celebrities, or even micro-influencers whose audiences are smaller but highly engaged. Since consumers trust online recommendations more than traditional advertising now, influencer marketing has become increasingly popular in recent years. It can be a good way for businesses

to reach their target audience and raise brand awareness, but a successful campaign requires careful planning and execution.

Augmented Reality

In recent years, augmented reality technology has come a long way. It is now easier for people to access. In 2023, we can hope to see more brands involving AR in their promotional activities. Users of augmented reality may enjoy an immersive experience. Additionally, it gives them a unique opportunity to interact with their products and services. Brands in a variety of sectors, including the fashion, beauty, and home décor industries have already implemented this technology.

By Maisha Tarannum Iqbal

ARIES

(MAR. 21-APR. 20)

Relationships could be difficult to manage. Take off your shoes and unwind. Plan social or family get-togethers. Your lucky day this week will be Wednesday.



TAURUS

(APR. 21-MAY 21)

Engage wholeheartedly in your task. You might feel sensitive. You can make interesting romantic contacts by joining organisations. Your lucky day this week will be Wednesday.



GEMINI

(MAY 22-JUN. 21)

Stress might lead to minor health issues. Attend to the requirements of youngsters. You will not be open to hearing criticism. Your lucky day this week will be Tuesday.



CANCER

(JUN. 22-JUL. 22)

Take your budget into account when booking a trip. You can pick up valuable cultural knowledge by interacting with strangers. Your lucky day this week will be Friday.



LE0

(JUL. 23-AUG. 22)

For your competence, you will be respected. Your inclination for romance ought to result in a committed relationship. Your lucky day this week will be Friday.



VIRGO

(AUG. 23-SEP. 23)

Spend some time with your family. Change the way you interact with friends. You might be drawing people to you. Your lucky day this week will be Thursday.



HOROSCOPE

LIBRA (SEP. 24-OCT. 23)

Risky financial endeavours will incur losses that cannot be recovered. Dinner with customers or business partners should go well. Your lucky day this week will be Friday.



SCORPIO

(OCT. 24-NOV. 21)

Be cautious while responding to a request for assistance. You want to spend time with your partner. You can meet new people. Your lucky day this week will be Thursday.



SAGITTARIUS

(NOV. 22-DEC. 21)

When interacting with co-workers, use caution. It's preferable to keep your emotions to yourself. Give it some time. Your lucky day this week will be Friday.



CAPRICORN

(DEC. 22-JAN. 20)

Don't reveal confidential information. Plan an enjoyable day with children. You have the power to significantly impact them. Your lucky day this week will be Saturday.



AQUARIUS

(JAN. 21-FEB. 19)

You could struggle to manage your time. Never accept anything less than the best. To come up with solutions, use your creativity. Your lucky day this week will be Monday.



PISCES

(FEB. 20-MAR. 20)

Keep yourself and your partner engaged in activities you both enjoy. Taking no measures could result in minor accidents. Your lucky day this week will be Friday.





How to design a study corner in your bedroom

Your bedroom can now become a cosy workspace! However, your bedroom study place needs to be well-planned with little things in mind. So, here are some tips for you!

Efficient and minimal use of space

If the idea of a big study table in your sleeping space is not your thing, you can opt for a simple and compact study table that is suitable for placement in the nook of your bedroom to keep things to a minimum. Place a compact desk next to your bed, next to the lampshade, so that it will not take up too much room but will still provide you with sufficient surface area for storing your belongings.

Construct separate sections

If you have a big room, you can make the most of the space. Divide the work and sleeping areas in your bedroom with a light partition. It offers privacy and reduces distractions while working. With a basic design that goes with the style of the bedroom, the partition could be used for privacy effectively, especially if you share the room with someone and do not want to bother them sleeping while you are studying.

Surround with windows and light

When designing a workspace in your bedroom, access to natural light is essential. Studies have shown that exposure to natural light may improve both mood and productivity. It is also considerably easier on the eyes, hence, minimising the amount

of eye strain that is experienced. If you want to get the most out of the light that comes into your home, position your workspace next to a window and make use of the area that is often wasted beneath your windows.

Bunk beds and study table

Children, teens, and adults love bunk beds with study tables because they save space and are functional. Bunk beds and study tables may be customised for various space sizes and aesthetics. For example, a bunk bed that includes an integrated study

table and closets is great for compact bedrooms since it offers adequate storage without taking up floor space. For a bigger bedroom, a bunk bed with a table and bookshelves provides extra productivity and storage.

Design with purpose

The study area's walls can be a creamy colour palette to bring a sense of warmth and naturalism

to the bedroom space. You should include natural components in your study area design since they provide a sense of biophilic calm that is both soothing and conducive to work. Because of this, green touches are quickly becoming standard. Plants, living grass walls, and even fake greenery all have a relaxing effect, and you will be able to study in peace and then go to sleep in your nearby bed with a serene mind

By Samayla Mahjabin Koishy Photo: Collected





