

Mahmudul Hasan Mukul shares, "I have been in this industry for 18 years," which is a testament to his enduring commitment. He set off on his path as a young lad with an instinctive sense of style.

Mukul began his career as a fashion designer and spent over ten years developing his talents in this field. Today's industry has well-defined responsibilities but things were different when Mukul set out on this journey.

"When I started, things were not that specific," he recalls. The blurred lines between various fashion roles allowed him to explore the genre more extensively, eventually turning his passion into a profession.

In his career, Mukul has weathered the inevitable ups and downs of the fashion industry. "Consistency is key in every profession," he asserts. Amidst the fluctuations, Mukul remains steadfast in his pursuit of excellence. "I am my biggest critic, so I always try to keep evolving," he admits.

Setting trends in a resistant industry proved to be one of his early challenges.

"People in general resist change," he reflects. Breaking new ground in the fashion industry a decade ago was no easy feat. Mukul, however, persisted and toiled hard to bring professionalism to the sector, and he is pleased with the advancements over the years.

Remaining competitive is crucial in a sector where innovation is key. Mukul's approach centres around a brand's philosophy and market targeting.

"We focus on the market following a



particular theme," he explains. "Research is key in this regard," he emphasises, highlighting the importance of keeping tabs on global trends and the influence of seasons. However, he's quick to advise against losing one's individuality in the pursuit of trends. "Always bring your own creativity to current trends," he recommends, a valuable lesson for fashion enthusiasts.

As a free spirit, Mukul does not adhere to a rigid creative process. Anywhere may serve as a source of inspiration, whether it be a song, a movie, or a model's expression. He is a creative person who can get inspiration from the most unlikely places since his ideas and direction are greatly inspired by his surroundings.

Mukul understands that collaboration is the heartbeat of the fashion industry. "Collaboration is teamwork," he emphasises. Alignment with the team's vision is crucial for success. "Even if one person fails to understand the vision, then the project can't be a success," he notes. From photographers

to models to makeup artists, every contribution matters and plays a pivotal role in bringing his creative visions to life.

Whether orchestrating a fashion show or a photoshoot, Mukul's approach to realising creative visions varies. Fashion shows demand meticulous preparation, requiring solid management skills. His associates play an integral role in transforming ideas into reality. In contrast, photoshoots involve smaller teams, making the process more streamlined and easier to navigate.

Reflecting on his journey, Mukul holds a special place in his heart for projects from the early stages of his career. Events like Dhaka Fashion Week stand out, but the

turning point was his work with the brand, Ecstasy. Collaborating with an Indian crew was another memorable milestone in his illustrious career.

Mukul believes that his vision is his greatest strength. "To create something, you need a clear vision to execute the theme," he explains. Professionalism and teamwork are two of his strongest suits, underscoring the importance of these qualities in the fashion industry. His advice for aspiring fashion enthusiasts is clear — "Learn to share your vision clearly, and professionalism will take you a long way. Don't take up this profession as a hobby; make it your passion."

Mahmudul Hasan Mukul stands out as

a person of imagination, resiliency, and originality in the world of fashion, where change is the only constant. His path, with almost two decades of expertise, is a testament to the transformational power of enthusiasm and tenacity in the quest for style. Mukul's impact on the fashion business only becomes greater as he develops, encouraging many others to imitate his elegant moves.

**By K Tanzeel Zaman**

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