

#FASHION & BEAUTY

Step up your winter game: Why boots are a must-have!

Dhaka winters — where rickshaw pullers morph into multi-layered shawl sculptures and fashionistas bring out coats and leather jackets that have hibernated all year. But let's kick it up a notch, shall we? Introducing boots, the unsung hero of Dhaka's winter fashion.



Dhaka winter isn't your Hollywood-esque, snowy wonderland. It's what I'd call an "introverted cold" — a touch shy and subtle, but still there. Just ask Rakib, one of the Dhaka Bros, who boldly sports Bermuda shorts in December, only to shiver through his cha. Team boot or not?

The subject of boots divides Dhaka's denizens. There's team "Boots are Extra," championed by many, and their year-round love affair with sandals. Then, there's team "Rock the Boots," led by yours truly. The fashion motto? Boots aren't just an accessory; they're a statement.

Striding in boots is like cruising in an all-terrain vehicle, but for your feet. Sure, Dhaka's

not the friendliest for walkers, but when you've got boots, potholes, and puddles become mere speed bumps on your runway.

Boots can be the real MVPs — transforming from casual chic to jungle-ready in seconds. And what better jungle to explore than the concrete jungle? Boots are basically the Swiss Army knives of Dhaka's fashion scene. Fancy dinner after work? Boots. Coffee with friends on a drizzly day? Boots. Trying to level up next to the towering guy or girl? Boots, all the way.

Imagine lounging on a wooden bench, looking out at the Himalayan trail; guess what would be your best friend to trek up ahead? You're decked out in your winter

best and at your feet, your trusty trekking boots for your trek. They're not just footwear; they're your style confidant. Boots add that touch of sass to any winter ensemble, making them as essential as a good cup of tea on a cold Dhaka morning.

So, this winter, kick the scepticism and step into some boots. They're not just chic, but a slice of practicality in Dhaka's chaotic winter. Trust me, boots will be your go-to style partner, giving you that extra oomph as you navigate through the city's winter whims. In the realm of Dhaka's fashion, boots are the undisputed winter king. And there's nothing cooler than that!

By K Tanzeel Zaman

'Largest omnichannel platform of the country' by Apex Footwear Limited

Apex, being a prominent footwear company in Bangladesh, has always tried to enhance the experience for its valuable consumers. As a part of the tireless efforts towards excellence, the brand has reshaped its website, apex4u.com with improved functionality and a better user experience.

Apex has been reputed for delivering quality products and services to the customers. The newly optimised website integrates advanced features and technologies that are going to ensure seamless product search, swift content delivery, secure payments, efficient order notifications, a streamlined order lifecycle, and secure registrations and sign-ins for consumers. With delicately designed navigation of the website, finding the perfect footwear will now be easier than ever.

Besides, backend enhancements of the website will empower Apex to provide seamless solutions for consumers combining strong customer relationship management, real-time inventory updates, pricing and order

management, along with enhanced performance. Also, the express delivery service will ensure fast delivery in all 64 districts by Apex's delivery fleet.

Moreover, all the stores of Apex will be

connected to the website making it the largest omnichannel platform in the country. Therefore, the customers will be able to enjoy a wide range of collections from the collective stock of all the retail outlets. Consumers will also get the chance to order their preferred products from their nearest outlets. Ultimately, customers can now easily explore the extensive product range and make informed choices according to their individual style preferences while enjoying a hyper-local experience as well.

This transformative upgrade demonstrates Apex's unfaltering commitment to customer satisfaction and its constant quest for excellence in the footwear industry.

