



#FASHION &amp; BEAUTY

# ARKA FASHION WEEK 2023

## Celebrating the vibrant spirit of Bangladeshi fashion

Fashion is a reflection of culture, art, and self-expression, and in Bangladesh, the fashion scene is no less dynamic. This year, the ARKA Fashion Week 2023 captivated fashion enthusiasts and industry insiders alike. The three-day extravaganza took place from 26 to 28 October at Alok Convention Center, 211 Tejgaon Link Road, from 11 AM to 10 PM.

ARKA Fashion Week, the brainchild of Asad Sattar, founder of ARKA Studio, aimed to offer equitable opportunities to local fashion designers and elevate Bangladesh's fashion industry by promoting local brands and fostering cultural exports.

Asad explained, "Young designers of our country deserve to have a platform where they can showcase their designs and compete with the big retailers. So, with the ARKA Fashion Week, young entrepreneurs and designers can bring fresh ideas to the table and sell their creativity and brands, not just in Bangladesh but in the global market".

The event included a marketplace showcasing sustainable fashion products, a food zone, and a design lab that allowed participants to customise products using different techniques. There were concerts to immerse the visitors in a festive vibe, along with an exhibition curated by Shehzad Chowdhury and Adrita Mahin Khan, on the



theme, "analogue to digital."

A mother-daughter duo, Rabeya Begum and Israt Nahar participated in the event with their clothing brand, Vintage All The Way. "The clothes we bring are vintage and recycled, which have been either used, thrown away or rejected by garment factories. So, we upcycle and bring them to life," Israt informed.

Aranya Crafts, a locally grown brand participating in the event, uses natural

ingredients to make the products and has brought a beautiful hand-stitched kantha sari to be showcased.

Assistant Manager of Aranya Crafts, Sumaiya Hossain Seoul, said, "We use natural dye instead of chemical colours, and this is one of our specialities — nature is our inspiration, and we mostly feature hand-crafted products".

ARKA Fashion Week housed a food zone

as well, offering a diverse variety of food and a choice of different cuisines.

Afsan Sattar — owner of Ganachery, specialising in baked desserts — emphasised, "There are many people experimenting with interesting combinations of food, such as Korean-Bangladeshi fusion, French-Bangladeshi fusion and whatnot. It feels good to see that innovation goes beyond fashion and influences food as well".

As part of the opening day at ARKA Fashion Week, the pageant competition, Miss and Mister Celebrity Bangladesh 2024 was organised on 26 October. Sajria Tabassum Proma and Rajiul Islam Shadhin were announced as the winners of the titles, Miss and Mister Celebrity Bangladesh 2024 respectively.

From traditional saris to contemporary streetwear, Bangladeshi fashion caters to a diverse range of tastes and preferences. ARKA Fashion Week aimed to showcase this diversity and present it in a way that resonated with both local and international audiences. According to the organisers, ARKA Fashion Week will return again and is scheduled to take place bi-annually.

By Ayman Anika  
Photo: Courtesy

**ALOE VERA**  
ত্বকে করে নরম,  
কোমল ও পাতলা

**COCOA BUTTER**  
ত্বকে ঘনিয়ে রাখে করে  
ত্বকে অর্ধেক সময় রাখে

**FINE FRAGRANCE**  
আপনাকে করে মেলে  
আত্মবিশ্বাস

## Beautina

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আর আপনি?

এবার শীতে আপনার সজীব ও কোমল  
ত্বক পাক অভিজাত্যের ছোঁয়া

এখন প্রতিটি **বিউটিনা** বডি লোশনের সাথে  
একটি **ম্যান্ডালিনা** সোপ

ফ্রী\*

\*বিউটিনা বডি লোশন ২০০মিলিঃ এর সাথে ম্যান্ডালিনা সোপ ৭৫ গ্রাম এবং বিউটিনা বডি লোশন ১০০মিলিঃ এর সাথে ম্যান্ডালিনা সোপ ৫০ গ্রাম ফ্রী।