

#FASHION & BEAUTY

CASHMERE

Soft, luxurious, sought-after

There is no other fabric that feels as luxurious as cashmere against the skin. Well, mulberry silk does. However, because this is winter time, we will discuss cashmere and cashmere only, the world's most sought-after fabric during the winter season.

Cashmere is a word that derived from the anglicisation of Kashmir, the place where the cashmere goat originated. It is a fibre that is obtained from cashmere goats, which live in mountainous areas and cold climates. Today, China is the largest producer and exporter of cashmere wool and Mongolia is known to be the producer of the world's finest cashmere. Grade-A cashmere has the highest quality, followed by B and C.

Cashmere being an expensive fibre is primarily used by mid-luxury and high-end fashion houses to produce everything from sweaters, dresses, and coats, to scarves, gloves, beanies, socks, even scrunchies. However, cashmere, which was once only worn by the royals and wealthy, has become more affordable today because of cashmere goat husbandry. Having said so, good-quality cashmere products are still expensive because, for instance, it generally takes the hair of four to five goats to produce just one adult sweater!

Kashmiri wool is not new to us, though. Growing up, you might have seen your parents and/or grandparents enjoying the warmth and luxurious feel of Kashmiri shawls during winter. These prized shawls made of rare and precious Kashmiri wool used to be carefully stored

in steel almirahs or trunks and worn with a great deal of love. A symbol of luxury and elegance, pure Kashmiri shawls are timeless pieces that are often passed down from one generation to another.

Today, Kashmiri wool shawls have been replaced by shawls made from much more affordable but synthetic fibres like acrylic, rayon, viscose, etc. Shawls, scarves, and garments made from synthetic fibres neither last more than two seasons nor give the desired warmth. However, a pure Kashmiri shawl or cashmere garment, although expensive, is worth your money, because cashmere is not only a fabric, but an opulent experience; except silk, no other fabric feels so soft and so lush against the skin. Also, with proper care and storage, they last years and even decades.

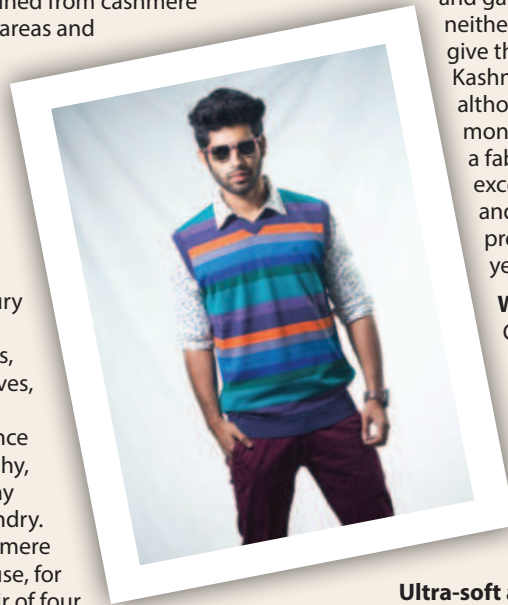
Why is cashmere superior?

Cashmere is a sought-after fibre because of all the unbeatable qualities it offers to garments and accessories produced from it. The moment you don a cashmere sweater, you know why the royals and wealthy have desired cashmere for centuries — from Asia to Europe.

Ultra-soft and light

Cashmere is ultra-soft to the touch. When you dress in a cashmere garment, you do not feel the weight of the garment much at all. The first time I wore a cashmere sweater, it felt as if something was hugging me softly, so softly that I could only feel a light, warm presence of it on my arms and torso.

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Typhoon

Fabric Care

প্রথম ওয়াশেই কাপড়ের কঠিন থেকে
কঠিনতম দাগ দূর করে।

টাইফুন... লাগে কম, তাই সশ্রয় বেশী।



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সুপার পাওয়ার

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