

EID ELEGANCE

9 stylish trends to try!

HABIBA NOWROSE

Trends only serve as sources of inspiration. Personal style is nuanced, unique, and often timeless. In an era dominated by trends, microtrends, and fast fashion brands constantly releasing new collections, cultivating personal style holds significant value. However, staying informed about current trends can be beneficial in selecting elements to enhance our personal style. Here are the top 9 trends to draw inspiration from while shopping for Eid this season.

1. Globally, metallic clothing (e.g., golden, silver, copper, rusty gold/silver) has been trending for some time now. In Bangladesh and India, tissue saris have emerged as the most coveted item of the season, keeping up with the metallic garments trend. The tan, brown, and dark tones of beautiful Bengali women radiate from the shine of the metallic garment they adorn. Whether it's a tissue sari or a shimmering silk salwar kameez, women of any skin tone can't go wrong with metallic ethnic attire.

2. Along with tissue saris, Bandhni, Ajrak, pure silk Gadwal, Benaroshi Khaddi, and Silk Kanjivaram are among our top favorite types of saris from India. For those who can afford it, Jamdani with its intricate patterns and golden thread work stands as one of the crowning jewels in a sari lover's closet. While Tantuja saris enjoyed popularity only a few seasons ago, they have become slightly less favored, and Dhaka ladies are now opting for more traditional choices like Maslin, Rajshahi Silk, and Arong Silk when it comes to wearing Deshi saris.

3. Ajrak and Bandhni are two traditional textile techniques used to craft saris and Salwar Kameez. Currently, both prints are trending in Dhaka, reflecting their popularity in India as well.

4. Short kameez designs have taken a back seat unless they feature a well-thought-out design and aesthetic. Long kurtas and Salwar Kameez are now in vogue, with a preference for traditional long, churidar sleeves over dramatic, over-the-top sleeves. For bottoms,

consider opting for palazzo-style pants, gharara, or sharara instead of the predictable pant salwar with your Eid outfit. Gharara and sharara sets, along with Angrakha and Anarkali dresses, continue to trend.

5. Benaroshi motifs are currently in vogue for Salwar Kameez. Mixed fabrics featuring Benaroshi motifs like Benaroshi Moslin and Benaroshi jorget are gaining popularity. High-quality Chinon silk is also a favored textile for Salwar Kameez this season.

6. In addition to the enduring popularity of shimmering metallic fabrics, floral prints remain on-trend, though they may feel slightly overused and lacking in innovation.

7. Kaftans offer a great alternative to saris

can pose a challenge. However, thoughtful selection of prints, textiles, jewelry, and accessories can help one cultivate a distinct signature style.

Building our personalized style doesn't have to break the bank. Like everything else, trendy items this season come in high-end, budget-friendly, and mid-range options. Mid-range tissue saris can range from BDT 10,000 to BDT 35,000. Alternatively, one can opt for a shimmering linen sari within the range of BDT 5,000 to BDT 6,000, offering a metallic gold appearance. The same variety exists for other types of saris. Pure Silk Gadwal typically costs around BDT 30,000, while cotton Gadwal is priced at BDT 7,000, and silk-cotton Gadwal ranges from BDT 10,000 to BDT 15,000. On the higher end, South Indian Kanjivaram saris span from BDT 30,000 to BDT 40,000 and beyond. Bangladeshi pure Silk Jamdani, featuring intricate patterns with golden or silver thread and more than 150 counts, may cost around BDT 100,000 to BDT 200,000. If one desires to invest in a high-end sari, saving up for it is advisable.

There are also alternative methods for making savvy purchases as well. This Eid, as in previous ones, banks and mobile financial services (MFS) have partnered to entice women shoppers of clothing products, offering an array of attractive deals and discounts for purchases made through cashless payment methods.

Don't feel disheartened in your fashion journey if you cannot afford the most coveted items of the season. Remember that no matter how much or little money you spend on an item, it won't instantly make you fashionable. It's not just about what you wear, but how you carry yourself and how comfortable you are in your own skin that defines personal style. While wearing all the trendy items may give the appearance of perfection akin to a glossy magazine page, it's our flaws and limitations that make our personal style uniquely ours. Therefore, don't hesitate to embrace your individuality, even when adorned in the trendiest of items.

Salwar Kameez. One of the best aspects of kaftans is that they flatter all body types.

8. Moslin and Organza were highly popular a few years ago and have since become staples for small local luxury brands. Endi Silk and Sopura Silk, classic luxury fabrics, are favored by Bengali women and continue to be staples for local luxury brands and small boutiques.

9. While the Pantone color of the year for 2024 is Peach Fuzz, other colors like Hot Pink, Emerald Green, Berry Red, and Royal Blue are also trending for Eid outfits, despite Peach Fuzz being the official selection.

When it comes to ethnic wear, crafting a personalized aesthetic



Wardrobe: Trisha Rahman Atelier
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Cashless spree for Eid

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virtual currency. Many of us are still apprehensive about it. I know a few highly educated individuals who have stopped using their cards after making a transaction. Infrastructure hasn't been developed uniformly across the country; it remains concentrated in Dhaka, Chattogram, and Sylhet. You can't expect a 100 percent cashless society until we simplify the cashless culture by expanding infrastructure nationwide."

Mohammad Razimul Haque, Head of Cards at Bank Asia, stated that achieving perfectly 100 percent cashless transactions in the near future will be a herculean task. "We are making strides with digital payments like mobile wallets and QR codes, NFC payments, and wearables, but cash still dominates, especially in rural areas. Some challenges of a 100 percent cashless society still remain, including inadequate financial inclusion, insufficient digital literacy, merchant suppression, and infrastructure limitations."

"Our bank is strategically focusing on driving growth across various digital channels, including card transactions, mobile and internet banking, Bangla QR payments, and other digital means," shared Joarder Tanvir Faisal.

Syed Mohammad Kamal said, "A completely cashless economy might be an ambitious goal. However, striving for a 'cash-light' or 'less cash' society is certainly within reach."

Shamsuddin Haider Dalim mentioned, "Efforts are underway to increase the proportion of cashless transactions around the world, including Bangladesh. As part of facilitating customers to get accustomed to cashless transactions, bKash has introduced plenty of innovative financial services for their convenience."

"To accelerate the country's transition to a cashless society, we need a more conducive environment and policy support so that digital

cash management can be simplified, and the extent of digital financial services spreads even further," shared Muhammad Zahidul Islam.

Barriers to cashless transactions
Bangladesh's swift digital advancement makes the idea of a cashless society entirely conceivable. Sabbir Ahmed stressed that the shift to cashless isn't a one-size-fits-all fix, but a collaborative endeavor reliant on innovation. He dispelled a prevalent misconception about digital payments, noting that while they may involve additional costs, cash transactions also incur expenses. The government allocates substantial resources to print, store, and safeguard cash, burdens that a cashless lifestyle could alleviate. Embracing digital payments promises savings in costs, time, and energy, necessitating unified efforts across the financial ecosystem and the broader economy to realize a cashless Bangladesh.

Sabbir Ahmed also highlighted the need for partners and aggregators to facilitate this transition, noting the emergence of such entities in Bangladesh.

Meanwhile, Mohammad Razimul Haque outlined various barriers obstructing cashless transactions, including infrastructure constraints, limited financial inclusion, technological hurdles, security apprehensions, digital literacy gaps, merchant reluctance, cultural biases favoring cash, and high transaction fees.

Syed Mohammad Kamal discussed additional obstacles from the perspective of card payment networks, citing issues like mandatory tax returns, high taxes on point-of-sale devices, and consumer awareness deficits. Md Mostaque Ahmed underscored a range of barriers, including infrastructure inadequacies, security concerns, the digital divide, and cultural and behavioral factors hindering progress toward a cashless society.

In summary, achieving a cashless

society requires a multifaceted approach addressing infrastructure, regulation, security, and consumer behavior. While achieving 100 percent cashless transactions may not be immediately feasible, concerted efforts to overcome these obstacles can pave the way for increased digital payment adoption in the future.

What needs to be done?
The government has already taken a raft of measures to build a resilient cashless society across the country. Additionally, they can support by incentivizing cashless transactions, revisiting mandatory submission of PSR documents to issue credit cards, and increasing financial inclusion initiatives.

By implementing a combination of these strategies, the government can create a more favorable environment for cashless transactions, encouraging a gradual shift away from cash without leaving anyone behind," said Mohammad Razimul Haque.

Joarder Tanvir Faisal added, "Promising projections for cashless transactions in Bangladesh can be attributed to widespread smartphone and internet access, which bolster digital financial service usage. Government initiatives and financial institutions' efforts to promote digital literacy and inclusion are likely to drive adoption rates."

According to Sabbir Ahmed, the digital payments ecosystem also needs to be developed and strengthened, and policy frameworks for these, especially for risk controls, can be an area of focus for the government.

Md Mostaque Ahmed emphasized that collaboration among government agencies, financial institutions, technology companies, and other stakeholders is essential for the successful transition to a cashless society. Partnerships can help address challenges such as interoperability, security, and infrastructure development.

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