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LIFE

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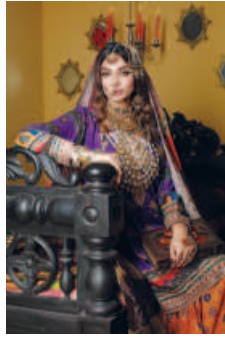
ECHOES of the past

FLIRT WITH FASHION P4
MUST-HAVE LINGERIE TRENDS
GLAM IT UP! P10
AESTHETIC JEWELLERY

PHOTO: ADNAN RAHMAN
MODEL: HIRA, JOLY, TANIA, ANONNA, PRAIRY, TUBA
WARDROBE: ALMIRA BY SHAHRUKH AMIN
STYLING: SONIA YEASMIN ISHA
MAKEUP: SUMON RAHAT, BADHON
LOCATION: MRK STUDIO
SPECIAL THANKS TO ZEVAR BY FAISAL TUSHAR



CHERISHING the vogue from the golden years



At a time when belly-button reveals and silhouette dresses are ruling the runway, an elegant and detailed Anarkali simply becomes a head turner. Whether attending a summer soiree or a traditional wedding of a closed one, a dress that cries "classic" is something to always look forward to.

Recently a web-series reminded us subtly about

the importance of elegance, detailing, and the finesse of traditional cuts and embroidery in the way we used to dress.

In this issue, we trail back through time to celebrate the beauty of elegant dresses and the strength of women who wears them.

We hope you enjoy as much as we did!



EID UL ADHA/24



Tyfoon

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#PERSPECTIVE

Bringing street children out of despair through SKATEBOARDING

In chaotic Dhaka city, the swift roll and clack of skateboards might not be a familiar sound. However, the street children huddling together and spending days without care is most certainly a common scenario that city dwellers regularly witness. But what if we pair these underprivileged children with skateboards? Will this give them joy and something to strive for?

Susie Halsell — founder and CEO of Bangladesh Street Kids Aid (BSKA), and a passionate skateboarder herself — came up with such a unique skateboarding programme that not only offers street children a rush of adrenaline, but also nurtures their potential, helping them build confidence, community, and dreams for a brighter future.

The spark of a skateboard

Bangladesh Street Kids Aid (BSKA) uses innovative and self-empowerment initiatives to address the unmet needs of street-based children and adolescents and the idea to introduce skateboarding into BSKA came from a deeply personal place for the founder.

"When I first visited Bangladesh in 2007, I was skateboarding around Cox's Bazar, and these children would run up to me and ask to try out my skateboard. After seeing how quickly they progressed, I realised what an empowering tool it could be in their lives," Halsell recalls.

For Halsell, skateboarding was a tool for empowerment, much like it had been for her growing up in California, USA.

This sentiment resonates with the girls in the programme, who are not only learning to skateboard, but are



growing into confident young women and even coaches within the BSKA community.

"The top three female skateboarders in Bangladesh grew up learning to skateboard in BSKA's skate programs. They are also now working as paid coaches for BSKA," Halsell highlights.

Currently, BSKA is also running a programme under the name, Bangladeshi Girls Shred, to increase the number of female skateboarders in Bangladesh.

Royal Bengal Skatepark

Although initially self-funded by Halsell and her network, the skateboarding programme has grown considerably — leading to the establishment of Royal Bengal Skatepark in Gazipur, a major achievement for BSKA, which was funded by a grant from the Belgium-based B-Corporation, the Skateroom.

With the hope of expanding the programme, Halsell shares, "Looking ahead, BSKA plans to open sports hostels next to each skatepark. These hostels will provide a stable environment for street-based children who have excelled in skateboarding."

Community response

While community support within Bangladesh has been limited, Halsell remains optimistic and driven. "Most people here tend to think any programmes or services offered to street-involved youth are a lost cause.

We only have a few key Bangladeshi supporters who are mostly based in California, USA and only one solid supporter that resides in Bangladesh," she mentions.

Despite this, the program has seen international support and is planning expansions. "I have recently been hired by UNICEF Bangladesh's Child Protection section as a foreign technical expert to establish skateboarding for children and adolescents in street situations across Bangladesh," Halsell proudly shares.

A rewarding journey

For Susie Halsell, the joy comes from seeing the

transformation in the children. "Seeing these kids realise their potential and experience lasting freedom and joy has been the most rewarding," she reflects. From witnessing their growth from vulnerable street children to confident individuals and national skateboarding champions, she finds immense fulfilment.

The goal of BSKA is to empower street children and the skateboarding program is one of their initiatives. The organisation takes care of street children with drug problems and offers them medical and psychological support in their shelter homes.

Sports can serve as a powerful means of empowerment, and BSKA's skateboarding programme exemplifies this beautifully. This inspiring initiative showcases the strength of empathy, community, and the firm conviction that every child, no matter their circumstances, has the right to thrive and reach for the skies.

Essentials –

Website: <https://www.bskaid.org/>

Facebook page: <https://www.facebook.com/BSKAID?mibextid=LQQJ4d>

By **Ayman Anika**
Photo: **Courtesy**



#FASHION & BEAUTY

FANTASTIC BRAS, BODY POSITIVE AND MORE

In conversation with Monoshita Ayruidani

For the longest time, girls and women in Bangladesh have refrained from talking about their bodies...that too, in public. When we needed pads for periods, we mouthed it out to our friends inaudibly. It is also no surprise we did the same when someone's bra strap surfaced from under their shirt in a room full of people. Long story short, breasts, bras, and lingerie have always been excluded from conversations.



The experience of shopping from Dhaka College is often awkward as salesmen ogle at women's chests and hand them bras, out of which, only one or two would actually fit. Monoshita Ayruidani realised that she could travel and purchase lingerie from Thailand or Singapore, but there is a group of people who are unable to do so. For that reason, she and her brand, SHAPE, thought it was high time we addressed the elephant in the room.

Monoshita already had 8 years of experience under her belt, working at WebAble Digital, particularly in brand-building.

"My core strength at the time was working in humanitarian sector projects. I had previously interviewed women RMG workers in slums to learn how they were impacted by the Rana Plaza tragedy," she recalls.

According to Monoshita, the RMG sector is a large manufacturing hub in Bangladesh where most of the workers are women. From further due diligence, she discovered that lingerie production in Dhaka College, Pink City, or any high-end stores selling bras and lingerie products, are

mostly leftovers of export rejects. Being of export quality, they are mostly made for European or American body standards, as opposed to Bengali or South-Asian body types.

"Initially, I just wanted to introduce size consultations to help people find the right products. However, the existing product gap and taboos made me realise that size consultations alone cannot solve this problem. So, I decided to start a business that will specifically cater lingerie and bras," says the entrepreneur.

Thus, SHAPE was

founded in September, 2019. Over the last few years, the brand has been able to serve a large number of women and more recently, foster collaborations with various social media influencers.

For Monoshita, the shape started with experiences close to home.

"My mother passed away when

I was eight years old. I was already facing issues growing up but so did my friends, their mothers, and women in their extended families. I didn't want the next generation of girls facing such awkward challenges," she explains.

Through SHAPE, Monoshita advocates for comfort, health, wellness and breaking the stigma surrounding women's bodies.

"Most girls in Bangladesh experience chronic back pain from their early 20s as a result of not wearing the right fitted bras. Heavy-chested women can suffer from constant chronic headaches or constant chronic migraines if they are not properly supported by their bras.

"Among other health issues include poor posture, breast pain, skin

irritation, and breast tissue damage which may, in some cases, even lead to cancer in the long run. These health issues are based on data, doctor consultations, and proven facts," she elaborates.

Addressing the seamless range of bras, Monoshita emphasises on the need for functional lingerie.

"The seamless bras are a game-changer for a space like Bangladesh given our social context, environment, weather, skin tone, health and fit. I wanted to unburden women from the daily dilemma of matching their bras with their outfits. Hence, the seamless bra looks invisible under your clothes and we have tailored them in nude colours which work for our bodies," she says.

Unlike the wired bras which pose the risk of cutting and digging into our skin, the seamless range takes a different approach to ensure maximum support.

"Wired bras are not always bad, but perfectly fitting a wire to a bra is difficult even if you have purchased the right size. So, we opted for a padded solution, which provides support from under the bust so that it gives a minimising effect from above. The pads are also more flexible and they hug the body as well," highlights Monoshita.

As a local brand, SHAPE is a passionate advocate for body positivity which has been invaluable for women between ages 18-35.

"I genuinely enjoy our photoshoots because we do not edit the photos. So, we normalise models having stretch marks or a curve on their bodies. Nor do we edit the sizes of their bodies to make them look thin or full. I try to feature as much real body standards as possible. This portrays my value and view of the world and I hope more people can see it that way," she says confidently.

Whilst challenging social taboos, SHAPE gets its fair share of criticism in the digital space.

"Despite gaining popularity, we received a lot of backlashes from conservative audiences. We politely explained to them that our business would only thrive if it demonstrated how the products would fit customers. This line of communication was well-received by women, which was mainly our target audience," explains Monoshita.

Despite being a brand for women, SHAPE does not confine itself to a "women-only" community. Often, we have seen men attending some seminars where we are present.

CONTINUED TO

The strength *of* a woman

What she has seen is unsurpassable,
And yet they say it's every woman's journey.
Cage her, contain her, drain her of her worth,
Yet she comes back, twice as strong.
Bent but not broken,
shaken but not shattered.
She is resilient!
Rising above a ruined city – she once called home,
Like a phoenix in all her power,
unrestricted, optimistic, and self-assured.



Sacrifice is her other name

God made her special,
 Otherwise, there's just no explanation
 to the incredible strength that makes her.
 The way she gives her heart to a
 philanderer,
 Without a day's thought!
 Playing with danger and yet seeing
 no graveyard ahead.
 Irony – is her other name,
 She is one that terrifies them all.
 She is her own story
 and the end when it's all over
 she screams —
 I am both love and tragedy.
 Rewrite history based on
 me.

Rising above the tragedies

She speaks for every woman,
 Loving fiercely,
 In spite of the bouts of pain,
 Once she used to be a garden
 blooming with flowers,
 Heartache, treachery and sadness
 took over,
 But she curtailed it,
 To become fire out of her own
 ashes,
 She is by far — every woman.

The Rebel

They call me beautiful,
 I say my country matters the most.
 They call me graceful,
 I say long live liberty.
 I hear women are meant to comply,
 Of course, only for matters of purpose.
 When they denied me my freedom,
 I showed them the proud woman, I was —
 also insane.
 Devil be damned,
 I never succumbed to their request,
 Only for my motherland will my head ever roll.





Impressions of the *past* - HER

Yes! I am an angry woman,
I take pride in all my ordeals – having no
regrets as such.
They say I have killed many,
Maybe I have, and only with my charm.
I am an anxious woman,
Having seen tragedies unfold before my eyes.
I am aghast,
Yet I live my life in harmony.
You want to unravel me — understand me
better?
I hope you can read between the lines.
I am a content woman,
The reign of my life has always been in my
own hands.
By MMC

Photo: Adnan Rahman
Model: Hira, Joly, Tania, Anonna, Prairy, Tuba
Wardrobe: Almira by Shahrugh Amin
Styling: Sonia Yeasmin Isha
Makeup: Sumon Rahat, Badhon
Location: MRK Studio
Special Thanks to Zevar by Faisal Tushar

#FASHION & BEAUTY

Tahmina Shaily's vision: Transforming heirlooms and empowering communities with Shoilee

Jewellery are not just pieces of adornment; they tell stories and the very act of creating jewellery is itself a form of storytelling. For Tahmina Shaily, jewellery carried a depth of significance that transcended generations and cultures, weaving together stories of love, heritage, and personal triumph. And thus, she founded "Shoilee" more than a decade ago, which has now blossomed into a thriving enterprise.



The inception

Tahmina Shaily's journey began with a simple love for designing personal jewellery and garments, drawing inspiration from the traditional practice of stringing garlands.

"From my early days, I loved designing my jewellery and clothes, and I had a special fascination for stringing garlands," Shaily recalls.

As her unique style gained attention, it became clear that her hobby had the potential to evolve into something much more significant. "Even when I entered my

professional life, everyone started taking notice of the clothes or jewellery I wore," she adds.

This recognition spurred her to establish Shoilee, focusing her energies on crafting unique jewellery pieces.

The inspiration

Shaily's designs are deeply influenced by her travels and interactions with tribal cultures across various regions.

"Most of my designs are an expression of our tribal cultures. I have travelled all over the hills," she shares. This cultural immersion

is reflected in her work, bringing a piece of ethnic fashion to modern jewellery collections.

Furthermore, Shaily emphasises sustainability and connection to nature through her designs. "You will feel connected to the earth, soil, and nature through every piece of jewellery at Shoilee," she assures.

Reinventing the old

One of Shoilee's special services is the reinvention of antique jewellery. If customers have old jewellery pieces, particularly those with sentimental value, Shoilee offers to transform them into modern designs while retaining their nostalgic essence.

"We recreate. Say, you have 40 or 50-year-old antique jewellery gifted by your grandmother and you want to reinvent it. Shoilee will help you recreate and come up with a brand-new design," Shaily explains.

This service not only gives old jewellery a new lease on life but also connects generations through the art of jewellery-making.

Diverse offerings for a varied clientele

The variety in Shoilee's offerings reflects its commitment to catering to a wide audience. From students to the elderly, the brand ensures there is something for everyone. "We keep our collection diversified as we have diverse types of clients," Shaily points out. This diversity is evident in the use of

different materials such as gold, brass, and more, enabling the brand to offer a range from gold and bridal jewellery to everyday brass pieces. Among the popular motifs found in Shoilee's collections are butterflies and tribal designs, each adding a unique aspect to the creations.

Empowerment through workshops

Beyond its commercial success, Shoilee is deeply committed to community service and empowerment. The brand has been actively involved in teaching jewellery-making skills to marginalised and socially excluded groups.

"We have worked with marginalised and socially excluded sex workers in Dhaka," Shaily mentions, highlighting the brand's role in societal upliftment.

As a brand, Shoilee has attempted to revitalise the traditional jewellery-making industry in Cox's Bazar, providing two months of intensive training to economically insolvent women entrepreneurs.

Moreover, Shoilee extends its relationship with customers beyond the point of sale.

"After purchasing, you will also get one year of jewellery service from Shoilee," Shaily promises, ensuring that each piece remains as pristine as the day it was bought.

So, if you wish to explore Shoilee's diverse offerings, please visit – facebook.com/shoileezone.

By Ayman Anika
Photo: Courtesy

Conquering heavy flow days: Introducing Senora Long, your period superhero

Periods. A fact of life for every woman and let's be honest — not always the most pleasant one. Cramps, bloating, mood swings...the joys! Imagine attending that important meeting or rushing to that evening lecture with a nagging worry in the back of your mind. Perhaps, the most common concern during those heavy flow days is the constant fear of leaks and discomfort as you attempt to carry on your daily chores.

On May 28th, the world unites for Menstrual Hygiene Day. This year, the global campaign rallies under the theme "Together for a #PeriodFriendlyWorld." The goal? To shatter the stigma surrounding menstruation and ensure everyone has the resources they need to manage their periods with dignity and confidence. This means access to safe and effective sanitary products, proper sanitation facilities, and open conversations that normalize menstruation as a natural part of life.

Senora, Bangladesh's leading brand in feminine hygiene products, stands firmly behind this mission. They recognize that periods shouldn't be a source of shame or limitation. For years, Senora has been a champion for menstrual health, offering a diverse range of high-quality sanitary pads

like Senora Feather Light and the recently launched Senora Long. Their commitment extends beyond products, actively promoting period education and working to break down taboos. By prioritizing accessibility, comfort, and open dialogue, Senora plays a vital role in creating a #PeriodFriendlyWorld where all women and people who menstruate can experience their periods with confidence and understanding.

No matter your needs, Senora has a solution that lets you manage your period with confidence. And this time, designed especially for

those heavy flow days, when you need a superhero on your side, Senora Long has come forth.

Gone are the days of constant anxiety of restroom dashes. Senora Long is a leap forward in the range of

Long prioritises your comfort with a luxuriously sandwich top sheet that feels gentle against your skin. It's like a comforting hug during this time of the month.

At 290 mm, Senora Long is a game-changer. This extended length ensures maximum coverage, so you can move freely and confidently throughout your day. Whether you are hitting the gym, tackling a presentation, or simply catching up with friends, Senora Long offers the peace of mind you deserve.

Length, however, is just one part of the story. Senora Long incorporates cutting-edge technology to deliver superior absorbency. Advanced core effectively traps and locks away fluids, keeping you dry and comfortable for extended periods. No more embarrassing leaks or that dreaded feeling of dampness.

Designed for the modern, woman on the go

We live in a fast-paced world where, as much as we would like, we do not have the option to slow down during periods. Senora Long caters to the needs of the modern woman who juggles work, study, social commitments, and self-care. With its 10-hour protection and comfortable design, you can focus on everything life throws your way without period worries holding you back.

Senora Long is a statement of confidence. It empowers you to embrace your period as a natural part of your life, not a hindrance. No more stolen glances at your chair, no more missed opportunities because of fear.

Senora Long lets you take control and redefine what it means to have a period. It's a chance to celebrate your strength and resilience. It's about knowing that you can conquer anything your day throws your way, period included!

Don't let your period dictate your days. Embrace the incredible power within you and choose Senora Long. This innovative pad provides the ultimate protection you deserve, allowing you to move through your day with confidence and comfort.

With Senora Long by your side, you can conquer anything — heavy flow days included. So, ditch the fear and embrace the freedom. It's time to rewrite the period narrative and redefine what it means to be a powerful woman on the go. Choose Senora Long. Choose confidence. Choose you.

By Nusrath Jahan
Photo: Courtesy



sanitary napkins for us, specifically developed to conquer heavy flow days.

Imagine a worry-free confidence for a full 10 hours, without sacrificing comfort? That's the power of Senora Long.

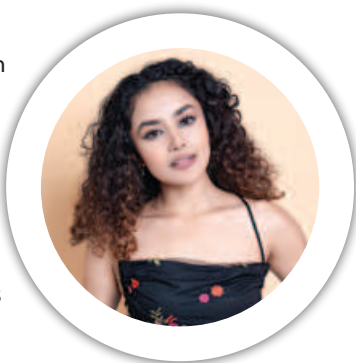
Long, unmatched absorption

Let's face it, heavy flow days can already be uncomfortable enough. The last thing you need is a scratchy, bulky pad adding to the misery. Senora

Fantastic bras, body positive and more In conversation with Monoshita Ayruani

CONTINUED FROM

"In many ways, we have encouraged men to wonder and respect this as a topic because they have sisters, mothers, or daughters, who also have these needs. That's when their viewpoints change. We promote our brand in a way where we do not objectify the products or the models in our presentations or communications. Anything that Victoria's Secret stands for, we are the complete opposite of that," she states.



In the coming years, Monoshita wants to take SHAPE beyond Bangladeshi borders. She wants to launch a subsidiary of SHAPE, catering to an affordable range of products to reach parts of the country beyond Dhaka, Chattogram, and Sylhet.

She wants many more women in the country to see this brand as a solution and a platform that helps them and not just with lingerie.

"I want to work with women's reproductive and mental health because there still is not enough access to such spaces. I think to gain more momentum, we would require endorsements from some of the mainstream celebrities and it would also be great to collaborate with NGOs who are working on the grassroots level with girls and women in schools, colleges and universities," she says.

As the conversation gradually came to an end, Monoshita shared her insight for aspiring women entrepreneurs.

"While starting a business is important, sustainability is crucial. Beyond the start-up culture and myriad advice from different people, you should learn from your own experiences, talk to people who were engaged in this before and aim for profitability as opposed to focusing on topline revenue. If you're not profitable in the long-term, your users are just numbers on an Excel sheet," she says.

By Rubab Nayeem Khan

Photo: SHAPE



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#DECOR

Dining room décor: Creating a modern family hub

Dining rooms are usually the heart of the house. It is where the whole family gather together and enjoy meals and conversations. For that reason, the dining room should be well decorated, modern, and still have your personal touch to it.



also find kettles and tea cups with rickshaw art on them to add a touch of decorative element while still fitting into the dining room and not looking out of place.

To further personalise your space, you can add a hint of pop culture based on your liking. A vintage poster of your favourite band can amp up the room, giving it more character.

You can have a quote or even a magazine cover that you like, printed and framed to hang on the wall. To top it all off, adding some abstract art pieces will help you bring everything together and complete your dining room.

Of course, re-decorating a dining room with so many elements and good quality furniture can be a little heavy on the pocket. Instead of having to compromise on the



The main element of the room is definitely going to be the dining table. While shopping for it, try to find a modern one that will not only look stylish but is also sturdy. You can opt for a table with a plain top and a quirky base featuring a shape or a wooden carving.

To balance the whole décor, for the cushions of the chairs, use bright colours.

Keeping the shades of the cushions in mind, you can add an accent wall to the room with similar or contrasting hues to tie the room together. Muted tones can be a good option to keep to the modern look. A light peach or mint green are colours that can look delightful in dining rooms.

To make the room look more put together and not look like you just put some pieces of furniture together, you can add a modern and funky chandelier on top of the

dining table. This will not only add additional lighting to your room but also act as an accent piece.

Chandeliers incorporating different shapes like spheres and hexagons are trending right now and might be the perfect touch to make your dining room look more modern. Adding a uniquely shaped flower vase as a centerpiece will add another accent while bringing a trendy look to the room.

Storage is always important in any room and instead of going for closed storage cabinets, you can consider having open shelves to store cutlery in decorative boxes. That will make it practical and easy to access while adding a modern and clean look to your dining room.

You can get customised boxes with rickshaw art to store the cutleries in. You can



quality, you can look into EMI options that different furniture stores offer. This will allow you to pay in instalments over some time while keeping to your budget and giving you a more modern dining room for you and your family to enjoy.

By Ushmila A Tamim
Photo: Courtesy



Yearlong EMI Facilities

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