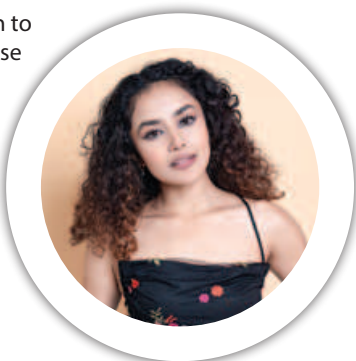


Fantastic bras, body positive and more In conversation with Monoshita Ayruani

"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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