

DHEU: A wave of Western fashion in Bangladesh

An alluring new sub-brand of SaRa Lifestyle Limited, DHEU is a youthful Western fashion label that is as lively and connected to the other side of the globe as tidal waves. DHEU stands out from competitors thanks to its extensive selection of personalised fabrics and patterns in Western clothing.

The dresses from this brand are crafted from a variety of fabrics including silk, cotton, knit, and denim. The entire DHEU line has been meticulously crafted in a Western style, catering to the tastes of today's youth and keeping up with the latest fashion trends worldwide.

As a second-year student at the University of British Columbia, Saraf Saiyara began DHEU at the age of 18, after harnessing a lifelong passion for fashion. She has always had an affinity for styling and clothing, ever since she was a little girl playing dress-up with her Barbie dolls.

Throughout her middle school, it was the events she organised that finally motivated her to pursue a career in fashion business. Now, as the Founder and CEO of DHEU, she is always pushing herself to take the brand to greater heights.

"I saw that the youth around me would get Western clothes from abroad because they were priced high in Bangladesh. I



realised that there was a need for good-quality Western clothing at affordable prices for them, and so DHEU was born," expressed Saiyara.

Men's apparel from DHEU features a wide variety of shirts in denim, corduroy, printed, and casual styles, as well as t-shirts in regular and oversized cuts, denim pants,

joggers, cargo pants, and jackets. Among the women's clothing options at DHEU are trendy tops, midi dresses, western shirts, slacks, bodycon, gowns, skirts, crop tops, and blazers.

Anyone from teenagers and up can rock DHEU's all-Western clothing and the prices range between Tk 750 and 3000. Taking an

item of apparel and redesigning it in various ways is something the brand does pretty often.

Saiyara explained, "We take inspiration from Western trends and also see what people like here in Bangladesh. Combining them, we come up with clothing through which young adults get to express themselves."

It has been a year and a half since DHEU was launched and the customer response has been delightful. "When I go out and see people wearing DHEU clothing, it makes me extremely happy," gushed Saiyara. As a CEO, she prioritises customer feedback to bring out relevant collections every launch.

As DHEU grows with every passing day, Saiyara dreams big to take DHEU's waves of popularity to newer horizons. "It is going to take time and the progress might be slow, but once you are determined and really work hard, things might just work out."

Interested to know more about DHEU? Check out their website!

DHEU - <https://saralifestyle.com/sara-store/DHEU>

By Samayla Mahjabin Koishy
Photo: Courtesy

A NOTE ON NUTRITION

CHOWDHURY TASNEEM HASIN
Chief Clinical Dietician & HOD, Clinical Dietetics and Nutrition Dept, United Hospital Ltd. She is also the AGS, BNDF.



Mastering menstrual nutrition for balance and energy

A healthy menstrual cycle involves more than just timing; it's about understanding how hormonal shifts impact our bodies. From mood swings to energy dips and hunger pangs, these fluctuations can disrupt daily life. However, with a planned diet, these symptoms can be managed effectively.

During her period, it is common for many women to experience mood swings, bloating, exhaustion, nausea, vomiting, indigestion, diarrhoea, and abdominal cramps.

For a healthy menstrual cycle, meals must include foods high in iron, such as whole grain cereals, entire pulses, green vegetables, even dry fruits, eggs, and offal. Foods fortified with iron can also be incorporated into the diet.

During menstruation, there is a



comparatively high demand for protein in the body. Eggs, poultry, red meat, fish, legumes (whole), lentils, milk, and dairy products are all good sources of protein.

In addition, the issue of iron absorption must be addressed. It is improved with the addition of vitamin C found in lemon, oranges, amlaki, guava, capsicum, tomatoes, sprouting legumes, and lentils.

Avoiding tea and coffee will help you absorb iron better. The caffeine and tannin from tea and coffee can also lead to anxiety during the heavy flow days.

To recover from the extra weakness and low blood pressure due to blood loss, energy-dense food which includes cereals

(whole), nuts and seeds are needed.

Diet also needs to be rich in Vitamin B12, which is stored in the liver; B12 helps the body form red blood cells.

Processed foods are high in sodium and sugar, which can worsen bloating and mood swings. Fried and greasy food have the same effect.

As omega-3 fatty acids reduce inflammation and cramping, foods that contain omega-3 fatty acids like saltwater fish, flaxseed, and tree nuts should be

consumed.

Staying hydrated can reduce the chances of getting dehydration headaches, which is the most common symptom of menstruation.

Certain menstrual symptoms can be alleviated by sipping a warm cup of ginger tea. Because of its anti-inflammatory properties, ginger helps relieve sore muscles.

Some women experience yeast infections during or after their periods.

Yoghurt and other foods high in probiotics can support the growth of "good" bacteria and potentially prevent infections.

Yoghurt is also a great source of calcium and other important minerals, like magnesium. Calcium absorption may be improved and cycle regulation may be aided by vitamin D. Serotonin and endorphins, two "happy" hormones released during exercise, may help lessen the symptoms of mood swings, cramps, and menstruation pain.

The writer is the Chief Clinical Dietician & HOD, Dietetics and Nutrition Department, United Hospital.

Photo: Collected

