

Fashion revolution: Sami Alam's tribute to French-Bangladeshi ties

Bangladeshi fashion designer, Sami Alam has recently impressed the diplomatic and fashion circles of Dhaka with his latest creation for the French Ambassador to Bangladesh, Her Excellency Marie Masdupuy, in celebration of Bastille Day. For the 2024 festivities, Sami chose to highlight the splendours of Bangladeshi craftsmanship by designing a bespoke jamdani jacket for Ambassador Masdupuy.

This choice of fabric was not merely aesthetic but deeply symbolic, aligning with the revolutionary spirit of the occasion.

Sami explained, "Jamdani has always symbolised Bengal's rich cultural heritage – showcasing the exceptional talent of our local master weavers. So, I thought, for an



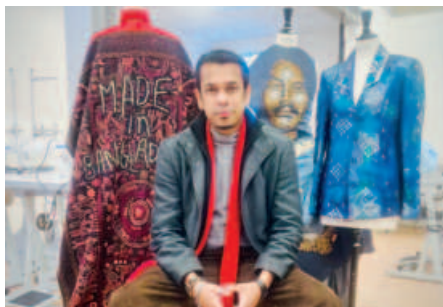
Reflecting on his creation from the previous year, Sami's 2023 design was equally compelling but distinctively different. For last year's Bastille Day, he crafted an outfit that featured Rajshahi silk adorned with vibrant rickshaw paintings and a graphical scarf in soft silk, all expertly assembled by an upscale local brand. This ensemble was crafted to embody a fusion of Bangladeshi vibrancy and French elegance, receiving widespread acclaim from guests and fashion enthusiasts alike.

Both of Sami's designs for these occasions not only celebrated the shared values and historical connections between

Bangladesh and France but also spotlighted the versatility and global appeal of Bangladeshi textiles. The French Ambassador's enthusiastic reception of both outfits, coupled with the compliments from event attendees, emphasised the successful cultural dialogue initiated through fashion.

We equally hope that through his innovative use of traditional materials and techniques, Sami Alam may continue to redefine the boundaries of fashion — proving that clothing can serve as a powerful medium for storytelling and cultural exchange.

By Ayman Anika
Photo: i2D Communications



The jamdani jacket, meticulously tailored for Ambassador Masdupuy, featured a 100-count navy blue base, intricately patterned with silver and turquoise neem pata motifs. Its design was further elevated by a shiny silver lapel and a layered round tail, which discreetly revealed a surprise red jamdani paar on the back and beneath the sleeves — echoing the revolutionary tricolours.

Discussing the challenges of the design,

Sami noted, "Creating a jamdani jacket in that particular style, given the textile's delicate nature when it comes to tailoring complex cuts and finishes, was the trickiest part. However, it was thrilling to push the boundaries of local textiles to achieve a global look."

Ambassador Masdupuy paired the jacket with red Jodhpur pants and a white top, complemented by a gold necklace, various accessories, and a classic Louis Vuitton bag. This sophisticated ensemble was not only a hit at the event but also showcased Sami's design philosophy that marries cultural reverence with contemporary style.



event like the French National Day, there can be nothing more iconic than jamdani."

Held annually on 14 July, Bastille Day commemorates the start of the French Revolution – a pivotal event that symbolised the end of absolute monarchy and the birth of the French Republic, embracing the enduring ideals of liberty and democracy.



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