



Sartorially speaking, Bangladeshi fashion scene was in its infancy in the early nineties. As a relatively young country, it was grappling hard to find its identity, and that reflected in the way the masses dressed. Apart from a handful of designers creating niche clothing for a particular segment of society, there wasn't much by way of bridal wear. And even in that segment, choices were seriously limited. Women, in general, were only exposed to Bollywood movies consumed through VCR's, which greatly influenced everyone's fashion choices.

To be BOLDLY

Bangladeshi



Bangladeshi cinema was at its worst possible phase; actors mostly dressed in crazy, outlandish costumes that had zero fashionable impact on the audience. Celebrity culture didn't exist here; television actors like Bipasha Hayat, Shomi Kaiser, Afsana Mimi, and others exuded the very approachable girl-next-door vibe! So, their style sensibilities were not a matter of great interest, as they dressed simply, like everyone else, both onscreen and off.

Bangladeshi bridal style, as we know it, didn't exist back then. Katan sarees were the only option. Lehengas were not made by designers locally, and had to be sourced from either India or Pakistan. So, a stylish young woman who worshipped Karishma Kapoor was in a serious style caveat, and would happily fly to Kolkata or Delhi for the latest lehenga or saree for her big day!

Ah, how times have changed! Now, in 2025, the Bangladeshi fashion scene is at its finest, most exciting phase ever. Fantastic new designers are creating incredible designs that would rival

anything our neighbours can do, any day. Starting from the craftsmanship to materials to designs, these creations are on par with the best designers from across the pond, and we are all for it! Heritage materials like katan, jamdani, muslin, taant, and many others are being recognised, reinvented, and proudly sported by cosmopolitan brides who have travelled the world, and yet, choose to embrace their own Bangaliana.

And why not? The responsibility to uplift our culture, our heritage, is on our shoulders, and we must bring Bangladeshi fashion to the forefront. Be proud of it, because is it worthy of adulation. Many Bangladeshi designers and fashion houses routinely hold fashion shows in major cities across the world and receive accolades for their individuality and pride in Bangladeshi fashion. Images of Bangladeshi brides wearing locally designed and produced outfits on her wedding day in a foreign destination is not uncommon anymore, and should be the norm!

A bride these days is spoiled for

choice. She has so many amazing options right here at home — from jewellery to outfits to accessories. Customisation is the forte for all of these places, which may not always be an option overseas. Designers specialising in bridal fashion offer all kinds of services to brides and grooms, such as last-minute fitting, pagri tying, customised dupattas, and personalisation, among many others. Every bride is different, and her personal style is best reflected in a couture design created especially for her. And what could be more beautiful than a bridal outfit made in Bangladesh?

By Sabrina N Bhuiyan
Photo: Adnan Rahman
Model: Mysha, Niki
Styling: Sonia Yeasmin Isha
Wardrobe: Audriana Exclusives
Jewellery: Araaz Exclusive
Makeup: Sumon Rahat & Team
Set Design: Eskay Décor by Saimul Karim

