



#EVENTS

# Bangladesh Fashion Legacy 2025: A fusion of traditional and modern designs

In a dazzling display of fashion, Dhaka rolled out the red carpet for the Bangladesh Fashion Legacy 2025, marking its second rendition. Celebrating the rich tapestry of the country's heritage and showcasing cutting-edge designs, lights, camera, and glamour awaited the enthusiastic audience!

The grand fashion show was held on 8 February, 2025, at the artistically stunning Aloki Convention Hall, brought to life by the creative minds at Bangladesh Fashion Legacy, with Apex as the main sponsor.

The show turned into a vibrant hub where fashion entrepreneurs, buyers, and style aficionados came together to celebrate the art of fashion.

The night began with a starry red carpet



Real on the runway



Fit Elegance on the runway



Actress Nazifa Tushi as showstopper

meet and greet, gearing up for the beautiful fashion show on stage.

This year's fashion show mixed in local traditional brands with refreshing elements from exciting new designers and small boutique labels, all creating a vibrant portrayal of the Bangladeshi fashion industry.

Apex took centre stage, flaunting their fabulous sub-brands Moochi and Venturini,



Model & Actress Sadia Islam Mou Peal on the runway



Maverick by Apex on the runway

and unveiling the much-awaited pre-Eid collections. These were footwear that effortlessly adapted to any occasion with style and grace.

In fact, the show also saw the launch of Apex's Gen Z-focused adventurous apparel line, Maverick. "We are excited to bring on a comfortable and trendy clothing range featuring earthy tones that speak to explorers," shared Quazi Jasrin, Brand

Management at Apex Footwear Limited.

Shining bright at the Apex fashion show was none other than the fan-favourite actress Nazifa Tushi, fresh off her captivating role in the film Hawa. Moreover, actress Tasnia Farin perfectly added charm to the event as the celebrity guest.

The runway was a show-stealer with all the parade of brands that attended the event, including classy heritage from Bishworang, chic elegance from Lusobella, and timelessness from Amira. From AG and Label Imam Hasan's unique touch to the sophistication of Fit Elegance by Niti, audiences could find a style to suit every mood.

What was unforgettable was the brilliant Haute Couture by designer Soumin Afrin that had everyone in awe! With her imaginative designs, Soumin quickly won over the hearts of fashion enthusiasts in the industry.

Her great jackpot came in 2012 as a costume designer for the film Chorabali, after crafting costumes for numerous top TV commercials.

However, Soumin achieved her unrivalled success in 2019 with the launch of her most recent venture, Haute Couture. Soumin fondly remembers the journey and shared her sentiments by expressing, "My clients have been my greatest support because without their love and assistance, I wouldn't be where I am today."

And of course, in honour of Bishworang celebrating their 30 years, the brand unveiled a special collection. Their main highlight was none other than the gorgeous Shampa Reza walking the ramp with the equally talented Sadia Islam Mou, a triple threat of model, dancer, and actress.

Needless to say, the Bangladesh Fashion Legacy 2025 set a new benchmark of standards for Bangladeshi fashion. Very soon, people will be hitting the stores to experience this amazing transformation in real life!

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Photo: Shahrear Kabir Heemel