

Transforming narratives

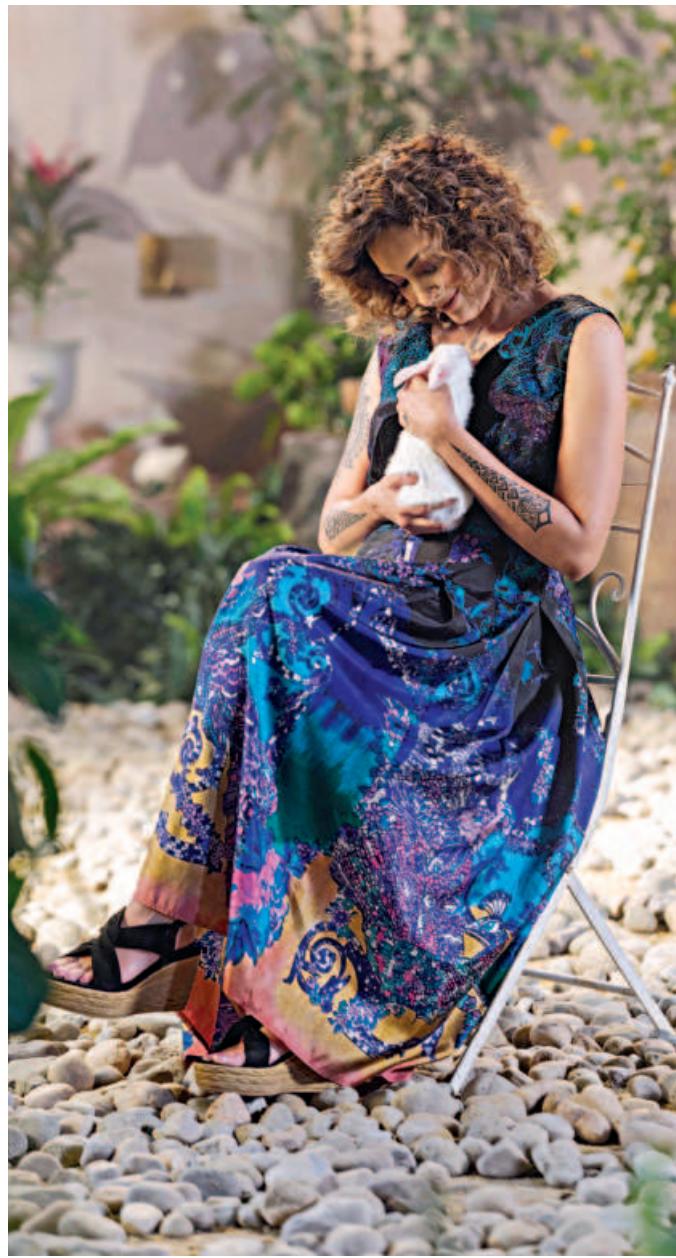
HERSTORY by Aarong is a luxury womenswear line inspired by the rich cultural heritage of Bangladesh. Blending modernity with time-honoured artistry, this sub-brand of Aarong — the country's most popular fashion and lifestyle brand — brings the fine artisanal craft of this land into sophisticated couture.

Its ethos revolves around empowering women to embrace their natural grace, beauty, and individuality. HERSTORY believes in designing clothing that enhances a woman's confidence and complements her unique style, enabling her to make a statement wherever she goes.



For Farzana Chowdhury, the journey is defined by boldness, passion, and perseverance. By seamlessly balancing multiple roles, she embodies the belief that a woman's strength lies in her diverse skills.

The visionary had words to share, "Treat women equally and have the confidence that they can take care of a family, run a business, generate business revenues for the company and also manage a team."



The collection finds its expression of individuality in Anika Rabbani, a yoga instructor and advocate for preloved clothing. She describes herself with the vivid imagery of "bright red." To her, yoga — especially for women — is deeply empowering, encouraging new perspectives and unlocking hidden strengths. Rabbani made it a point to say, "When we are able to move our bodies and take our bodies to shapes which we did not think were possible, we feel empowered."

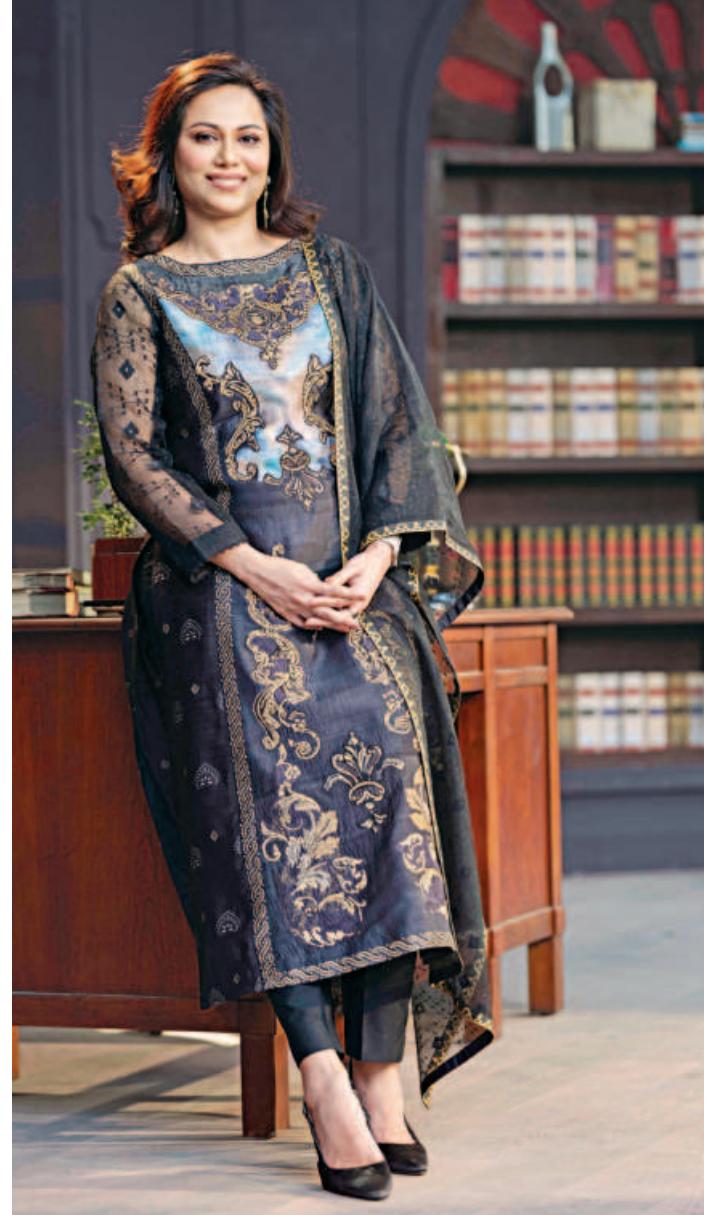
This Eid, HERSTORY by Aarong celebrates more than just fashion. It honours women artisans whose skilled hands transform cultural heritage into wearable art, weaving stories of empowerment with every intricate thread, and five visionary women who prove that true elegance lies in purpose, passion, and resilience.

The latest Eid/25 collection from HERSTORY by Aarong is not only a showcase of exquisite designs but also an empowering dialogue between the women who inspire it and the artisans whose hands bring it to life.

Each of the five women featured in this campaign is rewriting the conventional story of success. These women are redefining what it means to be a leader, a creator, and an individual in today's world. They challenge societal expectations and inspire others to push beyond their limits, showing that purpose and resilience are at the heart of true empowerment.



Vidiya Amrit Khan, a trailblazing business leader, approaches her journey with courage, patience, and humour. Her philosophy is simple yet powerful — "As long as I think I am determined and I am confident, I do what I think is right." Her steadfast commitment to equal pay and equal rights is reshaping corporate culture and breaking down barriers for women in leadership — aligning perfectly with HERSTORY's celebration of feminine strength.



And finally, in the legal realm, Anita Ghazi Rahman has built her pioneering career on resilience and hard work. Rahman wholeheartedly believes, "I have the responsibility to be the best version of the leader I can be and also the best version of the leader and the senior that I hope my employees wish to see me as." Her commitment to fairness and kindness is a testament to HERSTORY's belief that true elegance comes from character, not appearance.

Also part of this remarkable quintet is Jannatul Ferdous Peya, who seamlessly balances the seemingly disparate worlds of modelling, law, and motherhood. Her ability to navigate life's changes with grace and determination embodies the adaptive strength celebrated in every stitch of HERSTORY's creations.

ARTISANS AT THE HEART

Beyond these five inspiring women, the true heartbeat of the Eid/25 Collection lies in the hands of the artisans who bring these designs to life. Across rural Bangladesh, skilled women artisans — many of whom are the primary earners in their families — weave centuries of tradition into every thread, blending heritage with modernity.

From Nakshi Kantha to Jamdani and Muslin, their craftsmanship is more than an art form — it is a pathway to economic independence and empowerment. Each ensemble in this collection becomes a bridge, connecting the legacy of the artisans to the aspirations of the women who wear them.

A STORY THAT CONTINUES

The Eid/25 Collection is not only a seasonal offering but also a dialogue between those who create, those who inspire, and those who embrace these timeless pieces. It is a celebration of resilience, craftsmanship, and the unwavering spirit of women.

HERSTORY by Aarong Eid/25 Collection is now available at the Aarong Dhanmondi Flagship Outlet and select locations in Tejgaon, Banani, Uttara, and Chattogram Sholoshahar. The collection invites you to be a part of this ongoing narrative — one stitched with strength, purpose, and heritage.