

#WOMEN EMPOWERMENT

Tasmit Afiyat Arny on reinventing *Jamdani* for the global bridal market

Beyond just being a fabric, Jamdani is a product of intricate craftsmanship and patience. Yet, this labour-intensive handwoven textile struggles to find its footing in a world driven by fast fashion and mass production. If Jamdani is to survive and thrive in the modern fashion landscape, it must evolve without compromising its authenticity. This is precisely the challenge that Tasmit Afiyat Arny, CEO, founder, and Creative Director of Stride Fashion Wear, has taken on with her latest wedding collection, Serenova.

A visionary approach to bridal couture

Operating under Anneal LLC in the USA, Stride Fashion Wear is committed to transforming traditional Bangladeshi textiles into modern luxury fashion. Arny's approach is pragmatic and market-driven.

"One major issue is that when we work with Jamdani, we often feel the need to 'force' customers into wearing it, instead of letting the fabric speak for itself. That's the challenge I took on – I wanted to create something with Jamdani that naturally integrates with the styles they already love. Think of a wedding gown where the fabric enhances the body's structure and allows the wearer to present themselves uniquely," she explains.

Serenova introduces Jamdani in a dusky white palette, chosen to symbolise serenity and renewal – core themes of a wedding. The name itself merges "Serena" (serenity)



and "Viva" (new beginnings), embodying elegance and cultural depth. By merging age-old craftsmanship with modern silhouettes, Serenova aims to appeal to contemporary brides and grooms who seek authenticity without sacrificing style.

Overcoming production challenges

Despite the enthusiasm for Jamdani-based bridal wear, production remains a major hurdle due to its time-intensive nature.

"The demand for new products is always unique in the industry. However, one major challenge we face is time. The process of creating these pieces takes longer, which is why wedding clients often don't have the patience to wait. They need things fast, but working at such speed isn't possible alone," Arny shares.

To address this, she has honed a deep familiarity with her designs to streamline production.

"If I have to accelerate the production process, I need to become deeply familiar with each design. Repetition makes things easier – once I get used to a design, it takes me just five minutes to get back into the flow after a pause."

Expanding global presence

Stride Fashion Wear has gained significant international recognition. Arny secured a 10-year contract in China following a successful showcase at World Fashion Week Shanghai, indicating a growing interest in sustainable luxury fashion in the region.

"At the same time, in this market, customers are willing to pay more for quality products in the USA. I'm utilising this opportunity – not to downplay their work, but just to highlight my approach."

Following this success, Stride is preparing for an exclusive Miami fashion show to further cement Jamdani's place in high-end bridal fashion.

"My main goal is to establish Jamdani as a sought-after fabric in the international market. I can already see the demand growing – most of my clients are now from the USA and UK. The moment I upload a new design, I get immediate orders. In fact, I received ten US-based orders almost instantly after my last launch."

Arny is keenly aware that appreciation for textiles varies across cultures, making education a key part of her work.

"Even in the fashion industry, there's a knowledge gap – similar to how different materials like clay, ceramic, or metal evoke different responses. We, as designers, understand this because it's part of our craft. The same applies to Jamdani – it has immense potential, but it's still considered expensive and time-consuming to produce. That's why we need to adapt and create designs efficiently."

By tailoring Jamdani-based designs to fit contemporary tastes, Arny aims to ensure this fabric becomes an integral part of global fashion rather than a niche luxury item.

A commitment to sustainable growth

Arny's journey into global fashion began with rickshaw art-inspired jackets, which received an unexpected yet enthusiastic response from international buyers.

"My first venture into the US market happened when I introduced rickshaw-painted jackets. A foreign customer bought one from me despite the Bangladeshi slang written all over it. She told me, 'I don't care what it says—I just love these colourful patterns!' That moment showed me the power of our traditional designs on a global stage."

This experience reinforced Arny's belief that traditional Bangladeshi textiles can resonate with global consumers if presented in the right way.

By bridging tradition with modernity – similar to Tasmit Afiyat Arny – designers and industry leaders can equally redefine the global perception of Jamdani, making it more than just a fabric of the past, but an essential textile for the future.

By Ayman Anika

Photography: Shahnawaj Anik

Model: Fabliha Khan, Nishat Tasnim Anika, Korde Inniss

Wardrobe: Stride

Styling & Direction: Tasmit Afiyat Arny

Makeover: Ripan Mia

