



# A floral fiesta for EID



## PANJABIS WITH A MODERN TWIST

Today, designers are boldly incorporating floral motifs into panjabis, reimagining traditional silhouettes with bright and lively prints. Colours such as a light green or blue infused with intricate floral patterns in cheerful pinks or reds add sophistication while maintaining an inviting, festive vibe.

Loved by the youth and not too adventurous for a middle-aged male, floral designs for men are all about artistic vision and unapologetic personal style.

The versatility of the floral panjabi makes it suitable for various gatherings, whether it be a casual family Eid dinner or a more formal event. Paired with traditional khussas or modern loafers, a floral panjabi is not just an outfit, it's a statement of confidence.

## KAMEEZES: A FUSION OF TRADITION AND TREND

The not-so-humble kameez, often paired with shalwar or churidar, continues to be an undisputed choice for women during Eid. Taking on a number of contemporary renditions such as the Anarkali, or koti styles, this classic garment seems to have been given the kiss of life through floral trends this year. From delicate, pastel blossoms to bolder, more attractive designs, designers are going all out on

As Eid approaches, the excitement for festive attire builds. This year, floral patterns are blooming in every corner of the fashion world — delightful motifs bringing a fresh and vibrant touch to traditional, and non-traditional garments. From panjabis and kurtis to sarees and even dresses, floral designs are making a statement.

florals — to the customers' utter delight!

While floral patterns on the body of the kameez have always been hailed as a classic, flowers this year also enjoy centre space in the sleeves, hemlines, and necklines, as laces, fringes and more.

Women can opt for a full floral ensemble, such as a layered, overcoat look, with big prints or a matching dupatta in net or sheer organza, incorporating subtle floral accents.

## SAREES: DRAPING FLORAL ELEGANCE

No festive occasion in Bangladesh is complete without the saree — a garment that embodies grace, femininity, and intricate craftsmanship in its nine yards. This Eid, floral patterns dominate collections too, featuring sarees from light, airy chiffon adorned with soft floral prints to heavier silk ones with bigger, more elaborate patterns. Aisles and aisles of floral sarees in an array of styles rule the malls, catering to diverse tastes across generations.

This year, soft, pastel colours, such as peach, aqua, sea foam and butter yellow have been seen to provide a serene backdrop for floral patterns. Evoking a sense of serenity, and keeping in mind the weather during Eid time, designers have chosen hues that make these sarees perfect for daytime celebrations. On the other hand, richer shades such as dark blue, charcoal grey and black infuse the right kind of energy for evening gatherings.

From organza to silk and nakshi kantha, designers have played around with sarees and blouses, taking care to keep at least one of the two plain, for a

cleaner contrast. Paired with statement jewellery, floral sarees become stunning focal points.

## DRESSES: EMBRACING NATURE IN FASHION

Floral dresses have reigned supreme in the fashion world for decades. Not new by any means, these timeless pieces are a seamless blend of femininity and style. Characterised by vibrant prints of flowers and greenery, these dresses come in various styles, from breezy sundresses, perfect for summer picnics, to slinky silks for formal occasions.

Known to symbolise romance and vibrancy, floral dresses are a popular choice for weddings and outdoor parties. Whether adorned with large, statement blooms or more intricate patterns, floral dresses continue to be celebrated for their ability to bring joy and a touch of nature into everyday wear.

Floral patterns are not merely trends; they are emotional connections to the natural world, celebrations of summer, and symbols of joy that resonate with the much-awaited festival of Eid. This year, as families come together to celebrate, floral garments serve as a reminder of the blooming joy and love that defines this special occasion.

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