

#FASHION & BEAUTY



Why summer fashion prefers a whisper

The hot and humid season is here in full force, and with it, a shift in our outfits. As temperatures rise, fashion leans into comfort without wanting to let go of elegance. This summer, style is less about making a loud statement and more about thoughtful choices with lighter fabrics, cleaner cuts, and a softer, more personal way of standing out. Whether it is the easy flow of kameez and saree, or the relaxed charm of a panjabi, summer 2025 is about pieces that breathe, move, and quietly command attention.

The everyday essential

The classic kameez remains a summer staple, but it's the structure and fabric that adds style to it. Think shorter hemlines paired with flared pants, sleeveless or loose full-sleeve designs, and breezy cottons that hold shape but feel weightless. While neutral tones set a safe base, careful pops of embroidery, block prints, and abstract geometric patterns add to the structured look -- a perfect combination for office and outings.

The lightest layers of the saree

Nothing says Bengali perfection like a

saree. However, summer demands a certain looseness in how we approach it.

Lightweight weaves like muslin, cotton silk, and khadi are the go-to choices. Sarees in solid colours like ivory, lemon yellow, and pale peach look striking and serene when styled with contrasting blouses or even a crisp crop shirt for a modern spin.

Handloom textures and patchwork remain at the heart of the trend with subtle borders or embroidered motifs.

This season is not about heavy embellishments; it's about breathing life into tradition with lighter, airier versions that can move from daywear to dinner with just a change of accessories.

Relaxed and refined panjabis

For men, the summer panjabi steps firmly into the spotlight. Gone are the overly formal versions reserved for festivals. Instead, light cottons, linens, and mixed fabrics in soft tones set the tone for everyday wear.

Very minimal chikankari work or subtle thread detailing is enough to make a panjabi stand out without

feeling weighed down. Paired with slim-fit pyjama trousers, shalwars, or even denims, the look is polished but easy-going.

Details that matter

Summer dressing this year is not about how much you can add, but how much you can refine. Accessories are kept to a minimum; a pair of statement silver earrings or a delicate chain around the neck. Sandals or ballet flats complete the look without competing for attention.

This summer, with the heat challenging every step of the way, you must give yourself permission to breathe. Choose pieces that make you feel like yourself, even when the sun weighs heavy. Whether you opt for kameez, kurta, saree, shirt or panjabi, make sure your statement speaks softly but clearly. Less noise, more nuance. And always, a quiet kind of cool.

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