

#PRESS RELEASES

DEVOTION: Le Reve's unique Eid collection

There is a serene joy in surrendering to the colours, simplicity, and beauty of nature. At the end of the day, it is nature that teaches us to live anew and embrace positivity. Inspired by this simple yet profound thought, the country's leading fashion brand Le Reve has unveiled a stunning Eid-ul-Adha 2025 collection titled "Devotion."



To suit the season, the collection features light and breathable fabrics such as cotton, linen, muslin, and chiffon. Additionally, the brand has curated exclusive materials such as jacquard stretch, silk-viscose, zoom, and jacquard viscose to enhance the festive feel while remaining season-friendly. The designs emphasize ease with relaxed cuts, flowy silhouettes, and comfortable movement. The colour palette is grounded in earthy and neutral tones like beige and navy, complemented by organic shades such as 'scuffed lemon' and 'washed black' — offering

a harmonious blend of light and deep hues. Key colours include army green, black, light grey, off-white, cocoa brown, etc.

This year's print story draws from trending international motifs. Heirloom Bloom celebrates tradition with vivid floral and vine prints inspired by

classic tapestry, while Ornamental Meadow presents vintage florals. Veiled Verdure captures the quiet beauty of dry leaves, and Geometric Relic introduces structured block-style patterns. The collection also includes bold ethnic prints and understated monochromatic beige options.

Le Reve's women's collection for Eid-ul-Adha 2025 spans ethnic, casual, and Western-fusion wear, including long kameez, shalwar kameez, gowns, abayas, skirt sets, shrugs, cape tops, and cotton or half-silk sarees. The exclusive party line 'Nargisus' showcases muslin gowns, intricately

embroidered ensembles, and stylish kaftans. For cozy

Eid mornings, there are versatile tunics, shirt-tops, coordinated sets, and comfortable lowers.

Men can choose from a versatile range of panjabis, alongside shirts, polos, t-shirts, easy pants, and pajamas. Teens can explore a lively, trend-forward line perfect for festive gatherings. The kids' collection features adorable shalwar kameez, frocks, tunics, lehenga-choli, panjabis, polos, and comfy bottoms for a cheerful and fuss-free Eid.

To bring families closer this festive season, Le Reve introduces Mini-Me collections — matching mom-daughter and dad-son outfits crafted with comfort, emotion, and celebration in mind.

Le Reve's Eid-ul-Adha 2025 collection is available at all Le Reve outlets in Dhaka, Narayanganj, Chattogram, Rajshahi, Sylhet, Cumilla, Mymensingh, and Barishal. Customers can also enjoy a seamless shopping experience from home by visiting www.lerevecraze.com, downloading the Le Reve app, or placing orders via Messenger at facebook.com/lerevecraze.



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