

THE CO-ORD TAKEOVER

Effortless

style

EVERYWHERE!

In Bangladesh, the rise of co-ords has been less of a sudden trend and more of a natural evolution. The idea of a “matching set” once meant a solid shirt paired with trousers — simple, uniform, and practical. Then came the era of casual kurtas and easy kameezes worn with matching pants, seamlessly bringing the co-ords into a typical Bengali wardrobe.

sophistication.

Designers are also experimenting with subtle embroidery, delicate thread work, and tonal detailing, enough to elevate co-ords from “casual chic” to something worthy of a wedding after-party.

Prints can sometimes skew too casual, but solid tones (think deep magenta, earthy olive, ivory, jet black) help co-ords retain an elegant minimalism. They are also endlessly versatile: style them with sneakers for errands, with strappy heels for a party, or with embellished juttis for a desi celebration.

THE JEWELLERY STATEMENT

The one rule of styling co-ords is to let them be the blank canvas. Statement jewellery works like magic here. A chunky neckpiece on a monochrome co-ord instantly transforms the look into festive wear. Oversized hoops lend urban cool, while layers of dainty gold chains bring softness.

“I wore a pastel co-ord with kundan earrings at my cousin’s engagement,” shares Taniya, a lecturer at Brac University. “It was so different from the usual lehengas and sarees and still so chic.” She added with a smile, “I literally saw heads turn!”

This is perhaps what co-ords offer that traditional outfits often miss: a balance between elegance and comfort. You don’t have to choose between looking good and feeling free.

A PALETTE FOR EVERYONE

Bold shades are trending recently, but there’s no single colour code for co-ords. The freedom to experiment is what makes them exciting.

Neon greens and electric blues for the daring, earthy neutrals for the minimalists,

whites and pastels for summer purists — there’s space for every mood and personality.

“Earlier I stuck to black and beige, but with co-ords I feel confident enough to try bright colours,” says Shahana, a high school student. “I have a fiery red set I wear with juttis, and it always gets me compliments.”

Clothing brands everywhere are embracing this diversity. Collections now feature everything from butter-soft cotton basics to silky jewel-toned pieces with just the right shimmer for nighttime glamour.

At the heart of it, the co-ord trend represents a shift in how we approach dressing. Fashion today is about being effortless yet intentional. It’s about pieces that work harder for you, pieces that don’t demand too much but give plenty in return.

“Once you start wearing co-ords, it’s hard to go back,” says Aysha, a school teacher. “They’re comfortable, stylish, and versatile. It’s like having the perfect outfit formula ready at all times.”

In a world where style increasingly overlaps with comfort, co-ords have become the ultimate equaliser. They are not confined to vacation wardrobes or Instagram aesthetics. They are here; on the streets, in boardrooms, at weddings, reshaping what it means to be stylish today.

It’s the new fashion philosophy: uncomplicated, adaptable, and unapologetically chic.

By Nusrath Jahan

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Model: Fabliha

Styling & Fashion Direction: Sonia Yeasmin Isha

Wardrobe: Comfystyle women’s coord sets

Jewellery: Zafs Jewels

Makeup: Sumon Rahat

Hair: Probina

Special Thanks to Zafreen Khan

Fast forward to today? What began as casual go-to linen sets for errands or cotton pairs for campus has now spilt into every corner of fashion.

“Honestly, I started wearing co-ords because I was tired of overthinking my outfits,” says Nafisa, a 27-year-old marketing professional. “Now I wear them to work, casual meet-ups, and even semi-formal dinners.”

What makes co-ords irresistible right now is their universal appeal of effortlessness without compromising on style. Unlike separates that often demand careful pairing, co-ords arrive as a complete outfit on their own. The look is cohesive, polished, and instantly flattering.

FROM COTTON COOL TO EVENING GLAM

The beauty of co-ords lies in their adaptability to fabric and form. Cotton and linen sets are perfect for daywear, giving off a relaxed yet structured feel that’s perfect for warm South Asian afternoons. Muslin adds a softer edge, while organza brings in a layer of dreamy