

Driven by its promise of quality at affordable prices, SaRa Lifestyle has firmly established itself as a leader in Bangladesh's winter fashion scene.



# SARA LIFESTYLE reinvents affordable winter fashion

The brand has become a trusted benchmark for consumers, especially when it comes to jackets. With the arrival of winter, excitement builds, and when winter clothing comes into conversation, the name that naturally surfaces is SaRa.

Launched in May 2018 by Snowtex Group, the lifestyle brand has rapidly earned immense customer confidence. The cornerstone of SaRa's success lies in its three core principles: sustainable quality, wearing comfort, and budget-friendly pricing.

#### A new and diverse winter collection

As winter sets in, SaRa has once again unveiled a fresh collection of seasonal staples. The range is meticulously curated to meet diverse customer needs, featuring everything from lightweight layering pieces for mild weather to heavy-duty jackets suited for colder conditions. The clothing is crafted from a wide range of high-quality fabrics, including Tencel, cotton, denim, blended materials, and synthetics. Most appealingly, despite the variety and superior quality, prices remain accessible to the mass market, with items available within a range of Tk 500 to 4,000.

#### Highlights of the new collection include —

For Men: Stylish Jackets, Shackets, Hoodie Jackets, Tencel Shirts, Full Sleeve T-shirts, Denim Shirts and Jackets, Casual Shirts, Formal Suits, Denim Pants, Joggers, and

various designs of Shawls.

For Women: Modern Kurtis, Fusion Jackets, Hoodie Jackets, Denim Kurtis, Denim Jackets, Comfortable Ponchos, Denim Tops, Full Sleeve T-shirts, Hoodies, and elegantly designed Shawls.

For Kids: Boys can choose from Jackets, Denim Shirts, Sweatsets, Denim Jackets, and Joggers. The girls' selection features



Jackets, Denim Tops, and Kurtis.

This comprehensive collection confirms that SaRa is the ultimate one-stop solution for meeting the winter fashion needs of the entire family.

#### Trust built on customer experience

In the winter fashion market, particularly for jackets, SaRa is widely regarded as the go-to brand. This trust has been built on the perfect blend of durable products, maximum comfort, and exceptional value for money. SaRa believes this confidence stems directly from positive customer

experiences, which continuously drives the brand toward improvement and innovation.

Since opening its first store in Mirpur-6, Dhaka, in May 2018, SaRa Lifestyle has rapidly expanded its footprint with a growing network of outlets across the country.

In Dhaka, the brand now operates in Bashundhara City, Mohammadpur, Uttara, Baridhara (J Block), Banasree, Wari, and Basabo.

Beyond the capital, SaRa has established outlets in Rangpur (Jahaj Company More), Rajshahi (Rani Bazar), Bogura (Joleshoritola), Sylhet (Kumarpura), Feni (Shaheed Shahidullah Kaysar Road), Barishal (Bibir Pukur Par), and Narayanganj (TSN Plaza), reflecting its expanding reach and increasing popularity nationwide.

A new SaRa outlet is set to open soon at Shib Bari More in Khulna City.

SaRa Lifestyle is also accessible across multiple platforms, offering home delivery within Dhaka and nationwide courier service. Customers can shop directly through the official website or browse and order via the brand's Facebook and Instagram pages — all offering equally convenient delivery options across Bangladesh. Just log onto: <https://saralifestyle.com>. Check them out on social media — <https://www.facebook.com/saralifestyle.bd>; <https://www.instagram.com/saralifestyle.bd>

**WINTER Collection 2023**

**SCAN US**

**Website**

**Facebook**

**Shop Location**

**SaRa LIFESTYLE LTD**

[www.saralifestyle.com](http://www.saralifestyle.com)

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