

New sustainable materials and finishes that combine performance with aesthetics are particularly exciting for the future.

**How do cultural aspects of Bangladesh influence your designs and production processes? Are there specific traditional elements that you incorporate into modern furniture?**

Culture is a foundation of how we design at ISHO. I have always believed in drawing from the past to create continuity and nostalgia, while pushing forward with modernity and innovation. This thinking shapes our culturally rooted collections: *Sonargaon* reinterprets heritage arches and motifs into contemporary forms using local woods, *Ratargul* reflects Sylhet's swamp forests through rattan and organic textures, and *Jamdani*-inspired patterns appear subtly in surfaces, weaves, and detailing in our latest lamp collection.

While not every collection is traditional, the ones that are draw meaningfully from history, craft, material memory, and place. We prioritise locally sourced materials finished to global standards, ensuring tradition meets refinement rather than feeling antique or heavy. When culture informs our work, it is intentional and interpreted in a modern way, honouring heritage without being restricted by it.

**What are the biggest challenges you face as a furniture maker in Bangladesh, especially in terms of competition and market accessibility?**

The challenges are layered. Raw material and component dependence remains a major hurdle, as we still import hardware, metal parts, and certain boards; local alternatives exist, but they are not always cost-competitive.

The policy and export environment also

needs strengthening: bonded warehouses, export incentives, testing facilities and faster customs processes are crucial if Bangladesh is to become a furniture-exporting nation.

On the talent side, the skills pipeline is not where it needs to be. With automation and design innovation growing, we need more trained designers, engineers, technicians and operators, which is why we invest heavily in internal training.

Competition is intense because most brands target the same urban audience, and with limited IP protection, designs are often replicated, and talent is frequently poached, leading to a race to the bottom rather than innovation. All these are solvable problems, but they require collective effort; stronger policy alignment, investment in people, and a shared commitment to originality and quality if we

want to elevate the industry globally.

**What is your vision for the future of your company and the furniture industry in Bangladesh over the next five to ten years?**

Over the next decade, I want to see Bangladeshi furniture companies and brands — including ours — compete confidently on the global stage, proving that design and quality from Bangladesh can stand beside international names. With stronger policy support, better infrastructure, and a continued focus on design, sustainability, and technology, we have the potential to transform the industry from a low-cost manufacturing perception to a recognised global design voice.

— LS Desk  
Photo: Courtesy

## HOROSCOPE



**ARIES**  
(MAR. 21-APR. 20)

You should be able to get things done. You may have difficulties while travelling. Keep an eye on your weight. Your lucky day this week will be Friday.



**TAURUS**  
(APR. 21-MAY 21)

Your charm will attract someone special. Spend time getting to know each other. Strengthen your position among your peers. Your lucky day this week will be Saturday.



**GEMINI**  
(MAY 22-JUN. 21)

Take care of any pending paperwork. Keep your opinions to yourself. Your unique way of doing things will be noticed at work. Your lucky day this week will be Sunday.



**CANCER**  
(JUN. 22-JUL. 22)

Get into self-awareness groups. Home improvement projects will go well if you delegate the work. Keep your own family in consideration. Your lucky day this week will be Sunday.



**LEO**  
(JUL. 23-AUG. 22)

Get involved in jobs that require creative input. You can win points with both peers and superiors. Take time to find out if anyone has a better suggestion before you make arrangements for the whole family. Your lucky day this week will be Sunday.



**VIRGO**  
(AUG. 23-SEP. 23)

Do not lend money to friends. Chances to express your ideas and beliefs can bring popularity. Be careful while travelling. Your lucky day this week will be Thursday.



**LIBRA**  
(SEP. 24-OCT. 23)

You will get into shape at the same time. Say what you feel. Opportunities to meet new lovers will come through social events. Your lucky day this week will be Thursday.



**SCORPIO**  
(OCT. 24-NOV. 21)

Your changing philosophies can lead you into new circles. Get help to finish a project. Opportunities to get ahead will be evident. Your lucky day this week will be Thursday.



**SAGITTARIUS**  
(NOV. 22-DEC. 21)

Friends from your past may come back into your life. Don't spend too much on luxuries. Avoid letting your personal dilemmas interfere with your goals. Your lucky day this week will be Friday.



**CAPRICORN**  
(DEC. 22-JAN. 20)

Get on with business. Social evenings will be highly successful. Your sensitive nature will capture the heart of anyone you are attracted to. Your lucky day this week will be Thursday.



**AQUARIUS**  
(JAN. 21-FEB. 19)

Don't get involved in petty arguments. Travel should be on your agenda. Children may not be as accepting. Your lucky day this week will be Saturday.



**PISCES**  
(FEB. 20-MAR. 20)

Your problem-solving abilities will be appreciated. Be ready to take action. Stay away from situations that could jeopardise your reputation. Your lucky day this week will be Sunday.





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\*বিউটিনা স্কিন লোশন ২০০মি.লি. এর সাথে স্যান্ডালিনা সোপ ৭৫ গ্রাম এবং বিউটিনা স্কিন লোশন ১০০মি.লি. এর সাথে স্যান্ডালিনা সোপ ৫০ গ্রাম ফ্রী। **KOHINOOR CHEMICAL**