



BERGER PAINTS UNVEILS “HARIYE GIYECHHI” An immersive Berger Illusions experience



SAYED SHORIF RUSSEL, Category Head, Sales & Marketing, Berger Paints Bangladesh Limited, **Summed up this philosophy, stating, “In a fast-moving world, our homes should help us slow down. Hariye Giyechhi by Berger Illusions is about creating interiors that go beyond aesthetics — spaces that inspire imagination, influence mood, and support mental well-being. Because sometimes, getting lost in imagination is exactly what the mind needs.”**



From the moment guests walked in, it was evident that this was not just another exhibition. This one explored how thoughtfully designed interiors can influence mood and mental well-being. Berger Paints Bangladesh Limited unveiled “Hariye Giyechhi by Berger Illusions” on the evening of 9 January, 2026 at Aloki, transforming the venue into a world of imagination and



emotion. At the core of the exhibition were exclusive Berger Illusions co-created with three of our country’s celebrated creative personalities: Aupee Karim, architect and actor; Sarah Karim, fashion designer; Arnob, musician and artist. Each installation reflected the artist’s individual creative philosophy, translated into layered, paint-based designs that

invited viewers to pause and engage. The walls did not merely serve as backdrops; they became expressive surfaces, telling stories through colour, texture, and form. The concept behind “Hariye Giyechhi,” which loosely translates to getting lost in thought or imagination, was woven seamlessly throughout the exhibition. The showcased Illusions demonstrated how artistic paint finishes can go beyond aesthetics, creating immersive interiors that spark creative thought, while positively influencing emotional balance. As guests moved from one installation to another, the shift in atmosphere was subtle yet deliberate, reinforcing the idea that



interiors have a psychological impact. The event saw the presence of corporate leaders alongside Rupali Chowdhury, Managing Director; A K M Sadeque Nawaj, Chief Business Officer; and Salahuddin Tarek, Chief Marketing Officer of Berger Paints Bangladesh Limited. Addressing the audience, Rupali Chowdhury highlighted Berger’s evolving approach to interior design, saying, “Through ‘Hariye Giyechhi,’ Berger continues its journey of redefining paint beyond surfaces. We believe well-designed interiors have the power to uplift the mind, inspire and enrich everyday living.” Beyond the exhibition itself, the evening also marked the launch of the Berger Privilege Card, with attending dignitaries becoming the first recipients. Designed to enhance customer experience, the card offers preferential rates on Berger Experience Zone services, effective immediately, with plans to introduce exclusive benefits through Berger’s strategic partners gradually. Another key dimension of “Hariye Giyechhi by Berger Illusions” was the



collaborative philosophy driving the campaign. Rooted in the belief that imagination transcends disciplines, the initiative brought together music, architecture, fashion, and visual art to reimagine how walls can express emotion and identity. In partnership with Berger, the collaborating artists developed bespoke Illusions inspired by their individual creative worlds, translating abstract ideas into tangible surface experiences. The campaign’s emphasis on well-being and mindful living resonated strongly throughout the evening. Commenting



on the collaboration, Rupali Chowdhury, Managing Director, Berger Paints Bangladesh Ltd., said, “Creativity thrives when different worlds come together. Through this collaboration, Berger Illusions becomes a platform where diverse artistic voices transform walls into expressive canvases, reaching homes across Bangladesh and redefining how walls are experienced.” Once developed, these artist-inspired Illusions will be showcased alongside Berger’s signature Illusions range and made available nationwide, allowing homeowners to bring celebrated creative



imagination into their own living spaces. The night concluded with the premiere of the campaign’s OVC, featuring the three collaborators, set to a recomposed version of Arnob’s unforgettable song “Hariye Giyechhi.” As the music played and visuals unfolded, it brought the campaign full circle, leaving guests with a lingering sense of calm, reflection, and creative possibility. With “Hariye Giyechhi by Berger Illusions,” Berger Paints Bangladesh once again reinforced its commitment to innovation, creative collaboration, and well-being-driven interior experiences, reminding us that walls, when thoughtfully designed, can do far more than define a space.

By Nusrath Jahan
Photo: Courtesy

