

#PROFILE

Fariya Tazin on balancing fashion trends and creative identity

Not every designer begins with a degree in fashion or a portfolio polished in a design institute. Some begin with instinct, and the audacity to trust it.

For Fariya Tazin, the journey into fashion was not mapped out by formal training. It was built gradually, piece by piece, long before it became a profession. She would sketch ideas for herself and ask a tailor to execute them, experimenting quietly, observing reactions, adjusting silhouettes. What started as personal expression slowly turned into something larger. Not because she followed a formula, but because she understood something many overlook— fashion is as much about understanding your clientele as it is art.

"In our country's context, experimental work is not always welcomed," she says candidly.

"Sometimes, what you need more than your creativity is an understanding of consumer psychology."

