

#PRESS RELEASES



Le Reve launches its EID-UL-ADHA COLLECTION 2026

Eid-ul-Adha is a festival of spiritual restraint, gratitude, family, heritage, and the deep joy of sharing. With that in mind, leading fashion and lifestyle brand Le Reve has launched its Eid-ul-Adha Collection 2026 for everyone. The theme of this year's collection is 'Honoured,' a story of celebration and heritage, combining the best of tradition, craftsmanship, natural colours, and the understated elegance of modern fashion.

"For us, Eid-ul-Adha is not just a festive day; it is a time to return to gratitude, sacrifice, and family bonds. In the 'Honoured' collection, we have tried to express this emotion through colour, print, fabric, and craftsmanship," said Monnujan Nargis, Chief Executive Officer, Le Reve.

Keeping in mind the weather of Bangladesh, the festive rush, and the comfort of each family member, this collection is a mindful combination of heritage and modernity.

"Le Reve always strives to mirror global fashion trends through local culture and lifestyle," she added. "In this Eid-ul-Adha Collection, we have focused on four major elements: craftsmanship, heritage, nature-inspired colours, and refined festive wear."

Le Reve explores the connection between people, soil, nature, family and culture through the "Honoured" theme. Even in a fast-changing world, Bangladeshis still want a touch of their roots, restrained beauty, and comfort in festive clothing. This has inspired the colours, prints, cuts and embellishments of the collection.



The Eid-ul-Adha Collection is painted in a palette of soft, earthy, and festive shades such as buttercream, peeled lychee, Pati beige, jade real, dark coral, kombucha, walnut, blackberry, lost lilac, coral haze and algae bloom. These colours reflect the happiness of Eid and the serenity of summer.

The print stories are about a mix of artisanal details and modern prints. Raw Impression provides textures inspired

by raw dye and earth. Tender Serenity is a combination of soft pastels and watercolour-like blends. Collaged Camo takes its inspiration from layers in nature, tree bark, and paper textures. Curvaceous Contour features modern graphic stripes, while Ornate Symbology is based on old ornaments, lace and symbolic motifs. Intelligent Craft has added seasonal floral designs, while bohemian designs and patterns are also a significant part of the collection. This Eid collection also gives special attention to Islamic motifs in keeping with festive tradition.

This year, the Eid-ul-Adha celebration falls in the middle of summer, making breathable and summer-friendly festive wear a must. For the women's collection, fabrics such as cotton, viscose, linen blends, cotton-blend georgette, cotton jacquard, breathable faille, ramie and slub cotton are incorporated. Nargis by Le Reve offers designs in silk-viscose blended fabrics and traditional muslin.

The women's Eid collection includes sarees, shalwar kameez, kameez, long tunics, tunics with shrugs, gowns, abaya-style gowns, skirts, palazzos and a variety of fusion wear. Traditional Bengali colours and motifs are given a modern twist in sarees, while shalwar kameez and kameez styles feature classic silhouettes

with minimal embroidery, floral craftwork and border details.

The men's collection includes semi-fit panjabis, premium panjabis, Kabli sets, waistcoats, regular and drop-shoulder T-shirts, polos, shirts, pyjamas and bottom wear. Jacquard, twill, viscose and blended fabrics, textured solids, subtle geometric prints, and fine craftsmanship receive special attention in the men's line. As a result, the styles are festive, comfortable and contemporary at the same time.

The kids' Eid collection includes panjabi-pyjama sets, festive panjabis, frocks, long frocks, shalwar kameez, ghagra choli, tunics, polos, T-shirts, casual shirts, newborn sets and comfortable bottoms. The colours are bright but tasteful, while the prints include little florals, light buti patterns, hand-drawn lines and fun motifs. The silhouettes are designed to support children's natural movement and comfort.

The Mini-Me Collection offers new coordinated designs to bring more warmth to family celebrations. There are many matching father-son panjabis in dual fits, as well as styles that siblings can wear together for a coordinated festive look.

The Le Reve Eid-ul-Adha Collection 2026 is now available at all Le Reve outlets, as well as on its website and app. Customers can also select their favourite Eid outfits from the comfort of their homes through Le Reve's online platform www.lerevecraze.com

Photo: Courtesy