Promotional Content

First-Time in Bangladesh: Fashion Promotion & Marketing Programme Empowers Future Fashion Leaders Through 'Vision & Vogue'



Fashion today extends far beyond clothing. It is about branding, storytelling, sustainability and consumer engagement. Bringing this global perspective to aspiring students, Universal College Bangladesh (UCBD), in collaboration with the University of Lancashire, UK, is introducing Bangladesh's first undergraduate programme in Fashion Promotion & Marketing. Reflecting this vision, UCBD recently organised Vision & Vogue, a competition celebrating creativity, innovation and sustainable fashion.

The competition invited young participants to transform recyclable materials into Bangladesh-inspired outfits, encouraging them to blend cultural heritage with contemporary design. Fifteen shortlisted entries were showcased before a panel of academic and industry experts, with participants presenting not only their creations but also the brand concepts and stories behind them.

The initiative challenged participants to think beyond aesthetics by exploring how fashion can communicate identity, promote sustainability and create meaningful consumer experiences. The top three winners received prizes worth a combined Tk 60,000, while all 15 finalists were awarded scholarships in recognition of their creativity and potential.

"Vision & Vogue demonstrates how creativity can intersect with sustainability, cultural storytelling and brand thinking," said Professor Muhammad Ismail Hossain, Provost of UCBD. "We want young creators to see fashion not only as a form of expression but also as a platform for innovation and positive change."

Paresh Parmar, Associate Dean, School of Arts and Media, University of Lancashire, said, "It was encouraging to see participants use sustainable materials to explore ideas around design, identity, and storytelling. Initiatives like this can help young people build the confidence and creative thinking needed for the evolving fashion industry."

The first-prize winner, Maliha Nawer, said, "Vision & Vogue gave us an opportunity to look at fashion differently. Turning everyday recyclable materials into something meaningful and wearable was both challenging and rewarding."

The competition reflects the philosophy behind UCBD's Fashion Promotion & Marketing programme, which prepares students for careers in fashion branding, marketing, retail, digital communication, consumer engagement and creative strategy. By combining industry-focused learning with practical experiences like Vision & Vogue, the programme aims to equip future professionals with the skills needed to thrive in the evolving global fashion industry.

