

Celebrate Eid with colours of Rang Bangladesh

-A Monitor Report

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Dhaka : Rang Bangladesh, the renowned local fashion brand, has taken unique steps to make this Eid more joyful and colourful.

The brand for their Eid collection this year emphasised on making everything around more colourful. The primary colors used are: white, black, magenta, blue, turquoise, light brown, purple, pastel, coffee, olive, mustard, mauve, or pale red. The auxiliary colors chosen are: sea-green, brown, yellow, orange, and maroon.

This year's Eid collection's entire visual aesthetic is based around birds. Nature's birds are present aesthetically in the designs of their Eid dresses. Bangladesh's cultural and religious environment has been emphasised in the design. At the same time the environment, the weather, and global trends are portrayed in the design too.

Incorporating a variety of cotton fabrics, including slub cotton, linen, half silk, georgette net, tissue, sequence, satin, and kaiser fabric, Rang Bangladesh made their collections a treat to watch.

Several value added media are used to promote textile designs. They include swing, dry and cutting, manipulation, embroidery, handwork, block print, screen print, and block printing. In addition to clothing for adults, Eid dresses for kids are also available.

This year's collection includes: Girls Wear: Saree, Three-piece, Single Kameez, Kurti, Tunic, Veil, Ready Blouse, Blouse piece, Unstitched three-piece, Gown. Boys Clothing: Punjabi, Pajama, Katua, Kabli Set, Shirt, T-shirt, Cap, Northern. Children's clothing: Three-piece, Single Kameez, Frock, Skirt Tops, Punjabi, Shirt, T-Shirt. Apart from this, there are also jewellery, girls' bags, purses, ladies' shoes, wallets, bedcovers, pillow covers, table mats, floor mat, showpieces etc.

They also have similarly designed dresses for the entire family.

Several offers are available, including 15 per cent discount Eid gift cards that you can give to your loved ones. All online orders are eligible for an Eid promotion that includes a 20 per cent discount on a selection of items from Iftar to Sehri. Also, for online orders placed between 12 and 1 pm every day, two lucky clients will receive a guaranteed 50 per cent discount off the total order value.