

Le Reve's trendy winter collection

- A Monitor Report

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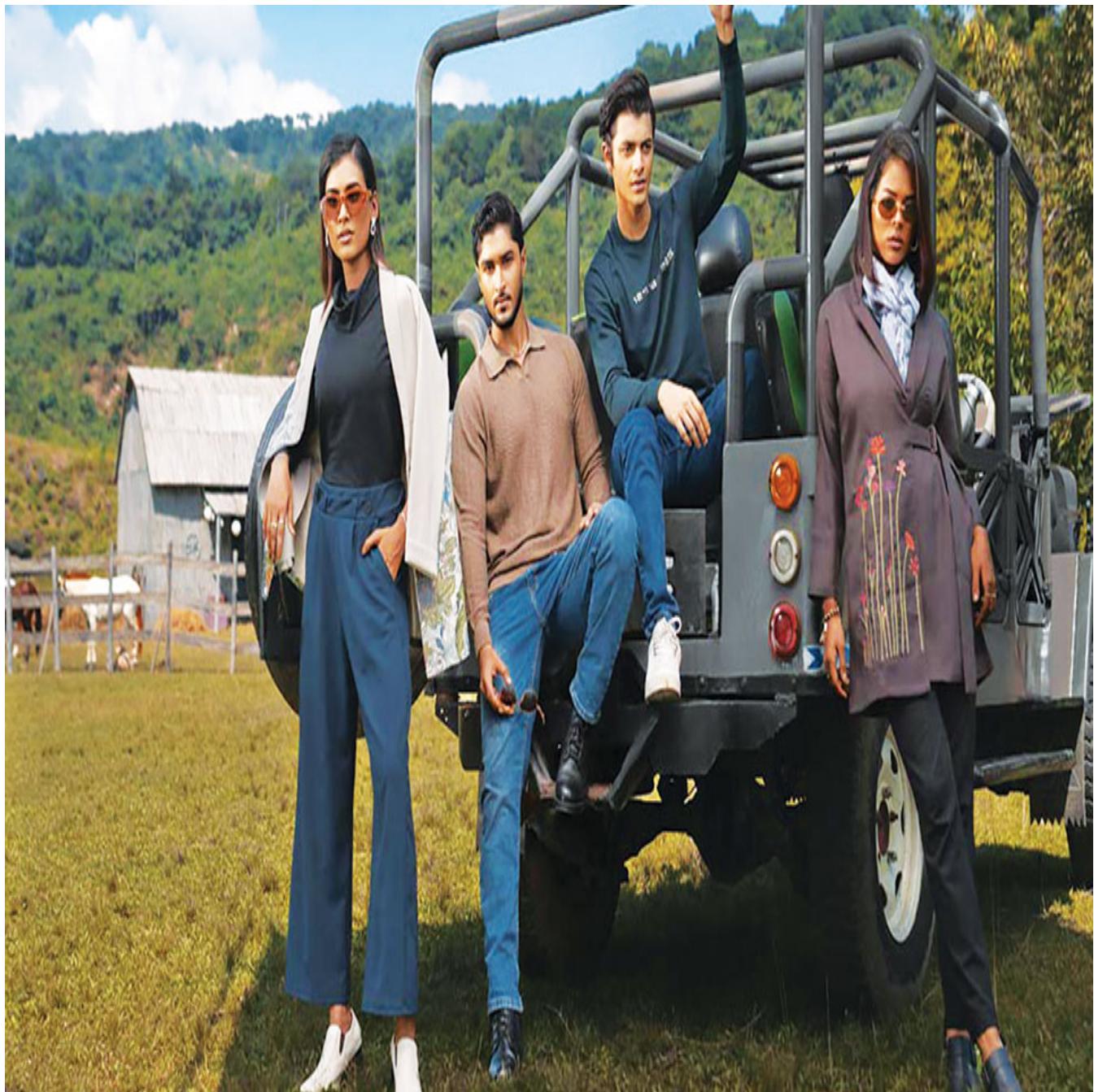


Dhaka : Across the world, fashion lovers are embracing clean silhouettes and utility-driven details this winter, clothes that work for every moment, every need, and every mood. Le Reve brings that spirit to life with its newly launched Winter Collection 2025, designed not only to keep you warm but also to bring a quiet sense of comfort and calm.

About the brand's winter collection, Monnajan Nargis, CEO of Le Reve, explained, "Today's fashion-conscious customers have evolved. They prefer clean, minimal winter wear that's elegant, practical, and effortlessly stylish. Clothes that provide warmth without heaviness, sophistication without excess, and the ease to fit seamlessly into daily life. For them, fashion is not just appearance, it's a balance between functionality and aesthetics. With that mindset, we built this collection around three design pillars: Minimal. Trendy. Classy. The concept is called 'Essentialism', focusing on what truly matters."

From color palette to pattern and motif, Le Reve has highlighted the philosophy of essentialism, seasonal trends, and refined aesthetics. The core hue - Puddle, a soft muted tone - anchors the collection, supported by "Practical Neutrals" such as off-white, blush pink, sage grey, butter brown, sky blue, mint green, beige, and lemon hues. Deeper tones include navy, black, soya black, orange, red, and maroon, used to create two winter curations: monochrome magic and color blocking.

This winter, details make the difference. Collars vary from high-neck, notched, shawl, and spike lapels to ruffled and frilled necklines. Sleeves explore cuff, balloon, and flounce variations, with handcrafted embroidery and laser-cut motifs reflecting each print story. Thoughtful tailoring elements like structured linings, functional pockets, belts, princess seams, and versatile hemlines, enhance both style and practicality. Fabric selection reflects Le Reve's craftsmanship: Parkas and overcoats are made with wind- and moisture-resistant weaves; blazers feature blended fabrics for a perfect fit. For casual and party wear, viscose, cotton, zoom, amino satin, stretch, and satin-georgette dominates breathable, non-creasing, and ideal for layering.



Monnajan Nargis adds, "This year, we've transformed classic global winter motifs into refined prints and patterns - checks, plaids, florals, argyles, and polka dots - under our new print story, Curious Core. Customers will find minimalist florals, clean stripes, typographic art, monochrome graphics, and color-block abstracts throughout our stores. Every store's visual setup now reflects these curated print stories, so customers can instantly spot the season's most fashionable designs."

Checks and plaids take center stage this winter, Le Reve offers the largest variety yet for men, women, and kids: Tartan, Buffalo, Windowpane, Glen, Madras, Gingham, Houndstooth, and Micro-Checks. Available across jackets, trench coats, hoodies, shackets, flannel and regular shirts, stoles, and scarves, in a palette of black, white, beige, grey, and maroon. Perfect for office, parties, or everyday winter wear.