

Renowned brands bring splendid collections for Durga Puja

- A Monitor Report

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Dhaka: Country's leading fashion brands have brought their best Durga Puja collections for its customers. The collections comprising spending attires offer customers best choices to wear during the Puja festivities.

Le Reve, one of the popular fashion and lifestyle brand, has launched its stunning 2024 Puja Festival Collection, featuring bright fall colours and diverse designs. This collection seamlessly blends modern fashion trends with the traditional festive spirit.

While the traditional red and white colours of Puja remain significant, the fall palette brings in bold, festive hues. Alongside vermilion red, shades like mustard yellow, orange, brown, ocher, peacock blue, pink, gold, yellow, black, green, beige, teal, royal blue and maroon are trending.

Popular prints and motifs such as paisley, heirloom geometry, ornamental flora, Victorian vines and ethnic patterns, along with dramatic sleeves, stand collars, kaftan cuts and layered capes, bring a modern flair to the traditional attire.

Another renowned fashion designer Biplab Saha's leading fashion brand Bishwo Rang, has brought history, tradition and culture of Bengal in a well-crafted style. The sarees, panjabis, dhotis, three pieces, fatuwas and shirts contain "portraits" consisting of graphical geometric forms of nature, Durga motifs and mantras.

In an effort to make Puja more colourful, Kay Kraft, another popular brand, has come up with a variety of tailored items.

Kay Kraft's Durga Puja collection is designed according to ongoing trends with mixed motif inspiration and colour scheme including mandala, floral, tamjara, tribal, traditional and vintage.

There are variations in the patterns. They have brought new dimensions to the retro classic look with this collection. There are traditional patterns available as well.