

## Sailor wins Bangladesh Retail Award

- A Monitor Report

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Dhaka : At the third edition of the Bangladesh Retail Awards 2026, organized by Bangladesh Brand Forum in collaboration with Bangladesh Retail Forum, fashion and lifestyle brand Sailor secured multiple honors, extending its recognition for the third consecutive year.

Held at Radisson Blu Water Garden Hotel, the event celebrated outstanding contributions to modern retail in an increasingly digital landscape.

Sailor was named Best Retailer in the Fashion and Apparel category for the third time, reaffirming its consistent performance and strong position in Bangladesh's competitive retail sector.

The brand also won the Best Retail Campaign award for "Sailor's Brand Ambassador - The Heart of Sailing Life." According to the company, the campaign highlighted customers and designers as brand ambassadors,

blending heritage with contemporary fashion. By featuring real families as models, Sailor said it reinforced authenticity and set a benchmark in customer-focused storytelling.

In addition, Sailor received an honorable mention in Best Retail Strategy for what it described as its people-centric growth approach, aligning frontline empowerment, service storytelling, customer trust and operational discipline to ensure a consistent experience and long-term loyalty.

The brand also earned an honorable mention in Best In-store Design. According to the company, its retail spaces reflect a philosophy of "design that quietly sells", combining minimalist modern aesthetics with intuitive layouts and strategic product placement. The stores also incorporate local heritage and cultural narratives to create a seamless yet locally rooted customer experience across locations.