

PRESS RELEASE

Bangladesh Chic takes Centre Stage

Expo Bangladesh 2005 (15 – 17 Sep at the Barbican, London) is the UK's first single-country exhibition of Bangladeshi products - an exciting and innovative showcase for Bangladeshi manufacturers, services and talents.

A key element and highlight will be a **dynamic catwalk showcase** on **Sat 17 Sep** by **Ethical Fashion Forum UK** presenting outfits by well known and emerging designers and businesses, with the emphasis on quality and fair trade. Timed in the lead up to London Fashion Week, this will take full advantage of opportunities to involve press and international buyers.

The exquisite silks, jamdani textiles and kantha embroidery for which Bangladesh is famous, and which are the result of centuries of tradition and highly skilled craftsmanship, are starting to grab the attention of the international fashion scene.

Celebrated Bangladeshi designer **Bibi Russell's** unique and beautiful collections have graced the international catwalks for years. With the establishment of two new fashion design institutions in Bangladesh in the last 5 years, a new generation of budding Bangladeshi fashion designers look set to follow in her footsteps.

When it comes to the production of high quality, high value designer fashion, Bangladesh has everything going for it. Skills in the production of complex and beautiful textiles are widespread. Well established factories are producing large quantities for well known international brands. New fashion institutions mean more Bangladeshi graduates emerging who are trained in fashion design, pattern cutting, complex construction skills and fashion management.

Thanks to networking and fair trade organisations such as **Aarong** and **Aranya**, (two of the many fashion exhibitors at Expo 05) there are structures in place to ensure that a fair share of profits are channelled back into the communities.

In April 2005, representatives of the Ethical Fashion Forum UK, a network of values led UK-based fashion designers and businesses, made a successful networking trip to Bangladesh to establish collaborative links with their equivalents in Bangladesh.

"This is an inspiring time for fashion and design, with people emerging from the fashion schools who are interested in background and motivated by promoting ethical values. There is no better time to promote and nurture Bangladesh's new and established fashion designers and showcase their work on the catwalk".

Tamsin Lejeune – Ethical Fashion Forum UK



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