



# INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact factor: 4.295

(Volume 4, Issue 5)

Available online at: [www.ijariit.com](http://www.ijariit.com)

## Cultural festivals those have an enormous impact on the fashion industry of Bangladesh

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### ABSTRACT

*For the frequent changing of the modern fashion industry; the knowledge of different Culture and festivals from different society; around the world plays a very important role. Thus; this study is going to be resourceful for all the fashion researchers; who are constantly working by taking inspirations from different cultures; as well as the students who are looking for a creative and extensive career in fashion industry. In this study; author chiefly accentuated; on each of the “Bangladeshi Festivals”; which majorly dominates the Fashion Industry of this South Asian country. Considering Bangladesh; as a country that rich in cultures; the author mainly emphasized on 6 major Bangladeshi Festivals; among several others; that take place throughout the year ;(Bangla New year, Eid Ul Adha, Eid Ul Fitr, First Day of the Bangladeshi Season; “Spring”, The International Mother Language Day and The Victory Day). Author included a summarized description for each of the festivals regarding; the way of celebrating; from where readers can have a brief idea regarding different cultural aspects of Bangladesh to get inspired of; along with the local fashion business; during the festive periods; regarding the major differences in various sections; such as; color, fabric, motifs, Embellishments and the range of outfit categories; (differentiating in silhouettes, lengths or shapes both for Men and Women’s collection) and accessories etc. From this study; the fact is clear that although almost all kinds of western, fusion or ethnic outfits are accepted commonly by Bangladeshi consumers throughout the year; during the festive time; people mostly take a traditional get up by wearing a range of variety in etching outfits. Considering its exotism; ‘Ethnic’ style is considered one of the most influential categories in latest fashion market; thus; this study will noticeably prove a major source in the research sector of the current fashion world.*

**Keywords**— Bangladeshi Culture, Way of celebrating festivals, Fashion inspiration, Variety in ethnic fashion wear, Garment categories

### 1. INTRODUCTION

In the extremely globalized fashion business; styles have been driven by a culture that becomes commercialized in Fashion, especially; festivals are one of the experiences as well as great sources of inspiration for the fashion industry. As culture is a way of distinguishing fashion from one city to another; therefore; the study; subjected as “**Cultural Festivals Those Have Enormous Impact on the Fashion Industry of Bangladesh**” which talks about some of the influential cultural festivals of Bangladesh fashion industry with an overview of the traditional differences, ways of celebration and the changes in fashion trends during each festival; truly accomplish the need of the fashion research sectors by providing essential information. This research was important; as there are few studies on Bangladeshi fashion trend that includes an elaborate discussion regarding each detail of cultural fashion trends of the country and its detail segmentations. To gather information for this study; several websites on Bangladeshi culture, festivals, tradition and other fashion related trend forecasting reports from newspapers or magazines, television, and street observations during several festive periods; helped to come to a concentrated scenario. With all the information included; the research manuscript has segmented in six main titles; where the six major Festival’s names are mentioned. Under each main title; there are two subtitles; called: “Way of Celebration” and “Fashion and Look”. One of the major parts of the research; “Fashion and Look”; which can be considered as the heart of the research; as this point contains several other important sub points; such as; color, fabric, motifs, embellishments and fashion category (segmented both by men’s and women’s wear) where all the points grip abundance of information regarding each of the cultural festivals of Bangladesh that influence the fashion business of this South Asian country.

### 2. STRUCTURE OR SECTIONS OF THE STUDY

#### 2.1 Pohela Boisakh (Bangla New Year)

The first day of Bengali Calendar celebrated as **Pohela Boisakh** (Bangla New Year). It is celebrated on 14<sup>th</sup> April as a national holiday in Bangladesh, and on 14 or 15 April in the Indian states of West Bengal, Tripura and part of Assam by people of Bengali

heritage, irrespective of their religious faith.<sup>[1]</sup> Red & white these two colors remind us about Pohela Baishakh. Where red is the color of blood and fire and is associated with passion and desire and white simply shows purity and peace.

**2.1.1. Way of Celebration:** It is one of the most colorful occasions in Bangladesh. It is celebrated across religious and cultural boundaries. The day is started with local, singing, dawn with a rendition of Rabindranath Tagore's song "Esho he Baishakh" by Chhayanaut under the banyan tree at Ramna (the Ramna Batamul) <sup>[1]</sup> young people decorate roads and other areas with decorative motifs; that called "alpona" in bangla ; using different color paints. In the early morning, people gather and go for a rally called "Mangal Shova Jatra" where people carry lots of colorful masks in different shapes( such as the face of tiger, owl, fish), colorful banners, festoons and mostly handmade forms of different animals with papers. By open up a new ledger business; traditionally this festival clears out the old. Singers perform traditional songs to welcome the New Year. People of all kinds enjoy classical jatra plays, puppet show etc. Bangladeshi people usually prepare and enjoy varieties of local festive foods on Pahela Boishakh. Where "panta Ilish" (watered rice and fried hilsa fish)<sup>[1]</sup> is the main attraction among all.

**2.1.2 Fashion and look:** This festival is considered as the biggest festival for all Bangladeshi People. Only this festival is celebrated by all religious groups as well as people from all classes; high to low. Basically, on this occasion men and women wear colorful traditional dresses. Keeping Red & white as a priority people tryout multicolor to bring a festive look. Usually, people wear traditional outfits on this day with lots of beautiful jewellery. Along with the festive dress, women decorate their hair with flowers. Ladies usually decorate their hands and legs with heena. On due day; people of all ages and kids found, painting their faces temporarily with write ups or different motifs. Mostly the touch of White-red color makes the day more festive and enthusiastic.<sup>[1]</sup>

**2.1.3 Color:** As discussed above, traditionally the symbolic colors for this festival are Red & White. In previous times People use to wear various outfits with a combination of only these two colors; But over the time people added up different colors; like Orange, Yellow, green, brown or silver or golden color combined with those symbolic RED & WHITE. But in recent years, people prefer almost all types of colors that create a very vibrant or colorful festive image.

**2.1.4 Fabric:** People conventionally prefer our local or traditional fabrics to hold up the actual image of this occasion. Thus; cotton, silk, muslin, khadi, jamdani or any other sort of local hand-loomed fabrics get high priority, for either male or female outfits. As every year; Pohela Baishakh takes place on summer (the hottest season) therefore any sort of soft or lightweight fabric 'especially "Cotton" used for most of the Baishakhi collections.

**2.1.5 Prints with motifs:** Whenever we think of Pohela Baishakh; the only thing comes in mind; is; Traditional decorative motifs (called naksha in Bangla) in our local style. With no difference; these sort of traditional motif design takes place in the Boishakhi collection. These motifs mostly inspired from our local or rural heritage; such as, local flowers, boat, hand fan, tiger face, owl, fish, birds or some image of local musical instruments and any other decorative abstract designs that purely reminds of our local culture.

**2.1.6 Embellishments:** On Baishakhi collection, there is not much of experimental or extraordinary embellishment work which can get a special attention towards the consumer. Rather designers go for a very simple embellishment works, for example; Block print(impression technique with color),Batik (done using wax),hand paint, screen print, Hand embroidery, mirror or beads work, Appliqué or patchwork and also some other similar embellishment works that are commonly apply every year in Baishakhi collection; with a variety in color combination and design variation.

## **2.1.7 Outfits category:**

### **Menswear:**

- **Tops**

As Pohela Baishakh is purely express our own culture thus the collections come only with a large variety in traditional outfits. For men, designers keep a collection of traditional Panjabi, kurta or kabli suit with a huge variety of designs and pattern along with some other products; like a decorative vest, fotua, fusion shirts or sherwani, with plenty of colors; contrasted well enough to hold up the festive image. On this festival men rarely wear western or anything unusual. But whatever men prefer to wear on the occasion; they make sure of the comfort as a top priority; considering the excessive hit of this particular day.

- **Bottoms**

As most of the man prefers to wear the traditional top on Pohela Baishakh; thus for bottom wear also, men seek for traditional bottom rather than others. Keeping up this fact in mind, designers experiment with different new patterns or silhouettes with traditional bottoms Such as; britch, harem or some other similar items with unique variations. Mostly young generations are found to accept or trying out these unique items. But in general; most men prefer basic pajamas, Churidar, straight cut trousers or just basic denim that somehow match up well with any traditional tops. Additionally, Dhoti and Lungni are also getting huge popularity these days; mostly among young people.

- **Accessories or Jewelry**

Not in a large group; but there are customers; mostly in the younger groups who found to wear different types of accessories; such as long narrow scarves or Turbans. Similarly, some of them wear jewelry as well; usually with an artistic look, for example, long necklace, bracelet or especially wristbands; made up with some interesting materials, like clay, metal, wood, stone or sometimes with dried seeds.

### **Women's wear:**

On Pohela Baishakh, usually, women from all over the country try to take the best getup in a traditional way. Women from all classes; try to buy at least a pair of the traditional outfit; according to their ability; just to make themselves a part of this biggest occasion. Their get up mostly inspired from the special feature of this festival. At the same time, it's quite rare to find women in the western outfit on this particular day.

- **Saree**

Saree (A 6 meters of fabric piece; that wrap over a woman's body) is considered as a pride of a Bangladeshi woman. Being the national outfit for women in our country; most people believe Bangladeshi women look best in Saree. Keeping a focus on the traditional values of Pohela Baishakh, most women; from young to old choose nothing but Saree for making them prepared for the occasion. Mostly women wear Red and White Saree along with matching Blouses. Besides Red and White; women now-a-days; prefer almost any color; mostly which are close to color red. Among various quality saree; most common are: Jamdani, Muslin, Silk or Rajshahi silk, kota, tangail and other local fabricated comfortable Sarees which truly represents our very own culture and tradition to symbolize the actual feature of this festival. Accordingly; designers also put an extra effort on the comfort fact as this occasion takes place in summer.

- **Blouses**

Women; nowadays; love different or unusual patterned blouses rather than the basic ones. For getting extra attention; women do a lot of experiments with their blouses. Blouses are now getting little more exposed with various silhouettes and cut works. Lace fabrics are in huge demand to decorate their blouses. Also, Printed blouses are getting popularity during festivals like this.

- **Salwar Kameez and others**

Salwear Kameez and ethnic kurtis have been remaining in high demand since long. Pahela Baishakh is not different. Considering its comfort and flexibility, women from all category, prefer to wear this garment to celebrate the day. Mostly designers take the cotton fabric to design; considering the hotness of the weather. Besides cotton some other local fabrics also used more or less depending on the designs. Equally, they also ensure the special color code to catch the attention of the customer.

- **Accessories and Jewelry**

Women love to wear jewelry on this occasion. Most of the women decorate themselves with a range of various jewelry, matching with their outfit; such as; necklace, bangles, bracelet, anklets, nose ring, earring, finger rings and lots. Mostly these jewelry made with different materials, like, wood, clay, fabric, metal or stones etc.

## **2.2 Eid Ul Fitr**

Eid-Ul-Fitr is the first day of the Islamic month of Shawwal. This marks the end of Ramadan, which is a month of prayer and fasting. As the most important religious festival for the majority of Muslims in Bangladesh, the celebration of Eid ul-Fitr has become a part of the culture of Bangladesh [2]. Bangladesh government has declared three days of holiday on this Eid. As a biggest Muslim Festival, Eid ul Fitr observed by almost all the other Muslim countries in the World.

**2.2.1 Way of Celebration:** Eid Ul Fitr concedes as a public holiday in Bangladesh for Muslims; this is the happiest time of the year for people in Bangladesh. After the National Moon-Sighting Committee announced the date on the evening after the Shawwal crescent was sighted, bringing an end to the Ramadan [4] The announcement added to the joy of the Eid shoppers and homebound people who are leaving Dhaka to celebrate the festival with their loved ones and in making various dishes; especially sweet dishes for example; Shemai, *Shirini*, *Sheer Khurma*, jarda etc. People embrace each other throughout the day and exchange wishes and greetings. It is also customary for junior members of the society to touch the feet of the seniors, and seniors returning blessings (sometimes with a small sum of money as a gift) [3]. Money and food are donated to the poor. In the rural areas, the Eid festival is observed with great fanfare [3]. Quiet remote villages become crowded and in some areas, Eid fairs are arranged; also Different types of games including traditional Bangladeshi games, as well as modern games on this occasion [3].

In urban areas, people play music, visit each other's houses, arrange picnics and eat special food [3] Homes, streets, markets and parks are enlightened with colorful lights and decorations in the evening. Watching movies and television programs have also become a fundamental part of the Eid celebration in cities. All local TV channels air special program for several days for this occasion [3].

**2.2.2 Fashion and look:** Usually, from all classes and ages, people buy new cloths on this occasion As for Muslim Bangladeshi people; this is the biggest festival among all. People try their best to look their best. People prefer mostly traditional outfits. There is no specific color code for this festival but people usually buy little vibrant color to make themselves focused among all. The day before Eid; there is usually a huge crowd of different aged group people; especially ladies, gather at nearby salons to have a fresh new look through hair cut, make over or different spa and facial services. They also decorate their hands and legs with henna every year on the day before Eid.

**2.2.3 Color:** People; on this particular occasion pays more attention to the Elegance and sophistication of the overall outfit. Thus mostly people prefer darker or vibrant colors for their outfits which convey richness throughout their looks. These types of colors provide a party look and create superiority around the ground. Some of the metallic colors; like Gold, Silver, Bronze is really well combined the scheme. Thus; just to being exclusive and getting focused around the area darker shades are always good to go.

**2.2.4 Fabric:** Usually, exclusive and decorative fabrics with good quality are the priority for designing Eid Ul Fitr outfit; including some of the decorative foreign fabrics, our local fabrics are equally on demand. Some of the latest fabrics; natural or synthetic; well embellished with heavily embroidered with different colorful or metallic threads are commonly chosen by most of the consumers as these fabrics effortlessly create an exclusive look. Besides these; some common fabric will always be picked for

the collection; such as; cotton, linen, khadi, muslin or silk. Also since last few years, Lace fabrics have been playing a vital role in decorating ladies outfits. More on; Season and weather always play a very important role while choosing fabric for design.

For Men's outfit, cotton or cotton mixed fabrics are mostly used for designing all kinds of men's outfits.

**2.2.5 Prints with motifs:** Mostly decorated motifs or patterns with dark or fleshy color scheme; are preferable by most consumers for this festival; considering this biggest festival; to keep the richness of products; designers experiments with several types of simple or critical motifs in deferent shapes or texture to make the outfits aesthetically beautiful. For prints almost all kinds of motifs can be used from different inspiration' such as; floral print ,polka dot , simple abstracts ,checks, stripes, solid with textured print, folk prints, organic motives, motif with decorative pattern or some other types with Critical abstract, geometric prints, animal prints, Tribal or ethnic patterns inspired from all around the world.

**2.2.6 Embellishments:** To make the outfit outstanding, several techniques usually takes place; Such As; hand or machine Embroidery with the very decorative motif, hand painting, wash effects, beads work, mirror work and most commonly sequence work with metallic threads.

For men; while considering embellishment work; it goes a bit simpler than a woman in man outfits. With a hand or machine embroidery in decorative motif; applying some beads on it to get a richer look. Also in recent days screen print or tie techniques on men's outfit got a huge popularity.

### **2.2.7 Outfits category:**

#### **Menswear:**

- **Tops**

Being the biggest festivals among all, every year on Eid Ul Fitr; Fashion houses take a huge preparation to fulfill the target of the upcoming biggest collection to provide a stylish modern look to the men; such as Traditional, semi western or Western wear. Designers pick up materials very carefully to stay up in the competition. On this festival; men mostly prefer decorative items to bring up an elegant look; such as Kurta, Punjabis, kabli suit or Fotua in a variety of designs. Only a few buy sherwani or suits as Eid outfit. Even some other found interested in buying Jubba (an Arabic outfit) as Eid day outfit. On the other hand; men equally buy regular western outfits; along with traditional. For example; Shirts, Polo shirts or t-shirts and sometimes vest; which are the most common items for men that run throughout the year.

- **Bottoms**

Some masterly experiments with both traditional and Western bottoms take place every year on the Eid Ul Fitr Collection. Designers stay on the run in every moment to set up a new trend for this Biggest Eid Festival. Accordingly, deferent cuts and silhouettes are easily getting accepted towards male consumers. For traditional; along with straight cut trousers; there is a number of different cut pajamas are offered by the showrooms that go well with Panjabi or other similar men's top. "Churidar" Pajamas are also getting huge popularity during this Eid Festival. A group of people even prefer wearing "Dhoti" or "Lungi" along with their traditional top. Men commonly purchase denim pants on this Eid. As during this time a huge variety offered by the stores in a range of various color, wash, design, or even fit in both formal and casual pants. Also some trousers with a bit heavy weighted fabric; for example gabardine, cotton, Twill or canvas are equally popular items among men.

- **Accessories**

As in Eid Ul Fitr; a buying tendency generally grows among all men from different category and classes; Men don't usually bother to spend a little extra on this occasion. Thus various designed footwear both formal or casual, stylish bag, flashy Sunglasses, rich looking watches or even colorful ties and belts are frequently purchased by men.

#### **Women's wear:**

Being the biggest Eid festivals, Fashion houses are found mostly focusing on woman's wear during Eid Ul Fitr. As there is a huge opportunity to experiment with the women outfit; designers simply don't want to let go of the opportunity of setting up a new trend. Every year; with a huge brand new collection showrooms offer a huge variety in different sections of female outfits; such as; Traditional, semi western or Western outfits. Women mostly prefer Traditional outfits on Eid festivals as our tradition is very close to our religious values. Women in Bangladesh usually purchase more than one pair of the outfit on this particular festival. However whatever someone buys for her Eid, makes sure to keep at least a single pair of the exclusive looking traditional outfit in their purchase list that surely make herself rich, elegant and trendy as well.

- **Saree**

Saree is something that will never go out of fashion. Since the begging of Bangladeshi culture till now, Saree has remained always in Fashion. As Eid Ul Fitr is the biggest festival for Bangladesh; thus fashion houses that keep an ethnic thought, shows up with a huge collection on saree, with a large variation in fabrics, design, and quality. Most commonly Jamdani, Muslin, kota, tangail's special saree, Silk or Rajshahi silk are hugely preferred by the women from different backgrounds who keep a classic taste. Additionally, some lavishly decorated and highly embellished sarees with different fabrications are also in a huge demand by a large group of the consumer; who want to have a glamorous look on Eid. While working on Eid Ul Fitr collection; designers put extra effort, choosing every single material with a great care within a range of gorgeous color pallets along with unique designs; ensuring high quality craftsmanship to create a rich look to attract as much as consumers.

- **Blouses**

The traditional cut of a regular Blouse has been modified over the time. People are found now- a- days even more focused on blouses rather than Saree. Coordinating with the current trend; fashion houses offering exclusively beautiful blouses with different creative patterns which are being accepted by almost every classes of women. Especially the young customers are



more likely to experiment these. Similarly, they mostly preferring custom made blouses with huge cut and sew works on various decorative or printed or more popularly with lace fabrics in flashy and stylish outlook.

- **Salwar Kameez and others**

For women; one of the most popular outfits in recent times called one piece Kurti dress; that running hugely among all category women; it's basically a fusion version combining with both tops and Kameez. In eid Ul Fitr festival; just like saree; a large variety with huge exclusiveness and elegance; Salwar kameez along with matching dopatta and kurti dresses; show up in a large variety in all the popular showrooms. Accordingly, some other less famous female items such as; Fotua, skirts, vests, coaty dress, Anarkoli, Fusion Tops, Female Panjabi are also found in stores with a moderate style variation to meet up the demands of other category customers. On the other hand, some big brands also offer some exclusive female outfit, called Lehenga, Ghagra Choli or heavily decorative saree with a very high in the price range, for special category customers (mostly for rich and upper class category).

- **Western Outfit**

Similarly, there is a group of women who are comfortable in the western outfit, who usually shops according to their western choice of outfits targeting this festival. Though the number is very low as western outfit users are also very likely to buy traditional or semi traditional outfits for them considering this occasion. But however; whoever buys whatever; keeping their choice ahead; women mostly focus on the elegance on this particular Eid day.

- **Accessories and Jewelry**

In Eid Ul Fitr women go crazy to buy several Accessories and Jewelry .buying new bags and shoes is a common trend. Also on this occasion woman hardly miss any of the jewelry that matches with each of their Eid outfits. Such as necklace, bangles, nose pin or ring, hair pin, brooches, earring or finger ring etc.

## **2.3 Eid Ul Adha**

Eid Ul Adha; also called the "**Festival of Sacrifice**", is one of the second Eid festivals that celebrated worldwide every year (The other one is Eid al-Fitr). According to the Islamic lunar calendar, *Eid Ul-Adha* falls on the 10th day of Dhu al-Hijjah and in the international (Gregorian) calendar, the dates vary from year to year drifting approximately 11 days earlier each year [5].

**2.3.1 Way of Celebration:** Bakri Eid or Eid ul-Adha is the second most significant religious festival in Bangladesh. Unlike Eid Ul-Fitr; the festival of Eid ul Adha is also celebrated similarly. Most people wear new or fresh cloths and gather at mosques or open fields (Eid Ghah) to say Eid prayer like Eid Ul Fitr. The only big dissimilarity is the sacrifice of domestic animals (*Kurbani* in Bangla). Before the Eid day (approximately starts from one week before Eid day) several temporary marketplaces or bazaar, in different sizes, run in the big or small cities for the trading of sacrificing animals (usually, goats, cows, camels, buffalos or sheep) from where people get to buy animals through proper negotiation as negotiating on animals during this period has become a tradition since long.

Immediately after the Eid prayer; in the early morning, on the Eid day, wealthy people show gratitude towards God for the animal, and go for sacrificing the animals. The less affluent group also try their level best to take part in the celebration by visiting houses of the well-heeled people who has got the ability to take part in Qurbani (sacrifice). After the Sacrifice, a great portion of meat is provided to the deprived people and to the neighbors and the relatives. Although the religious principle approves to the sacrifice anytime three days over a period of commencement from the Eid day, most of the people prefer to perform the custom on the first day of Eid. However, the public holiday extents over three to four days or more. Many people from the big or small cities go to their relatives or ancestral houses and homes in the villages to share the joy or happiness of the festival with all. Cooking various traditional or Eid special delicious curries with freshly sacrificed meat and enjoy with each other is also the culture of Eid Ul Adha.

**2.3.2 Fashion and Look:** People usually don't much stay conscious regarding purchasing new outfits for Eid day; rather mostly they get devoted to spent on purchasing or negotiating animals for scarifying on the Eid. But comparatively wealthier class people purchase the new outfit in both the Eid. Especially traditional outfits are preferred by men and women as they always try to be fashionable and trend conscious. Thus unlike Eid ul Fitr; people found spending less on Eid outfits. Accordingly; people found less bothered regarding their looks like as Eid Ul Fitr.

**2.3.3 Color:** People; on this occasion pays more attention to comfort. Thus mostly people prefer light or dull hues for their outfits which convey a soothing impact on their overall looks. This type of color tone gives a wider look and creates a serene environment around. Thus; just to ensure a fresh and rejuvenating ambiance around; soft and shooting colors are most likely to go with this occasion.

**2.3.4 Fabric:** Usually; soft textured fabrics; which are comfortable enough; considering hand feel; especially cotton is one of the most common fabrics among all to design Eid Ul Adha outfits. On the other hand, linen or viscose fabrics are equally famous. Additionally other fabrics like silk, muslin are also commonly used; due to its traditional aspect.

**2.3.5 Prints with motifs:** In prints; mostly Simple motifs or patterns with light shaded color scheme; are preferable by most consumers; considering the comfort level; as Eid Ul Adha considered as a busy festive day. Thus people have no other ways but to make themselves comfortable while doing Eid relevant tasks. For this reason; designers choose plain shaped motifs with simple texture for designing the Eid Ul Adha collection. On solid color with mostly small, medium, especially soothing motives inspired by nature; takes place in the designs. Such as; floral print, polka dot, simple abstracts, checks, stripes, solid with same colored textured, organic motifs, a motif with simple and decorative pattern etc.

**2.3.6 Embellishment:** For woman; there can be any kind of embellishments applied to decorate outfits but in Eid Ul Adha mostly simple embellishment work takes place on the designs, Such As; hand or machine Embroidery with a simple motif, hand paints, Screen print, tie dye or wax dye techniques or simple beads work.

While considering Eid Ul Adha outfit for men, mostly solid fabric with a soothing color with no embellishment work at all goes well on this occasion. In some cases; plain or simple hand embroidery; applying in a small area or more, are mostly common. Also in recent days screen print or tie dye effect got a huge popularity among men.

### **2.3.7 Outfits category**

#### **Menswear:**

- **Tops**

Considering the low purchase margin; every year Fashion houses are coming up with a small but fresh, new creative ideas on Eid Ul Adha, for styling the men in all the ways; such as Traditional, semi western or Western outfits. Most men especially middle to low class background don't seem much interested in buying new cloths on this festival. But still a good number of men found interested to purchase new items for them; where mostly they prefer simple Kurta, Punjabi, kabli suit or Fotua within a moderate price, with a variety in length, fit, design or silhouette. Similarly; some other found buying regular western outfits too for a change; such as Shirts, Polo shirts or t-shirts etc. These items also come with a good collection in showrooms that regulate a simple and sophisticated look to achieve the goal to attract people by keeping uniqueness in their designs.

- **Bottoms**

Although there are huge experiments are taking place with male bottoms as it's currently in trend. Males; from different age groups of Bangladesh mostly prefer to stay in simplicity. For traditional bottoms; most men prefer straight cut pajamas or trousers; those who buy new Panjabi or similar top as Eid day purchase. While buying bottoms, customers always get a good option regarding fit (easy, slim or loose fitted etc.). Very few men go for "Churidar Pajamas" (with close or semi close fitting) to match up well with their traditional top; as this style of bottom doesn't really ensures a satisfactory comfort level for doing day long activities. On the other hand, for regular use there are many consumers who prefer the Eid time to purchase a new pair of denim pant; as; usually, during this time, a new collection arrives in the stores. Similarly; other formal or casual trousers in gabardine, cotton, Twill or canvas fabrics purchased by a good number of men; depending on their need or taste.

- **Accessories**

In Eid Ul Adha; only a small group of men shows interest to buy accessories to match up with their outfits (mostly upper class). Few other purchases according to their need.

#### **Women's wear:**

Being one of the two biggest Eid festivals, Fashion houses are found mostly focusing on woman's wear During Eid days; as most likely woman's wear are the suitable ones among other categories where various creative experiments can be applied. Although the purchase rate is comparatively lower than Eid Ul Fitr; but then also; on this occasion; fashion houses come up with a brand new collection in different sections of female outfits every year; such as Traditional, semi western or Western outfits. Women mostly prefer Traditional outfits on Eid festivals as there is a huge connection with our tradition and religious values. However; a woman who purchases on this Eid festival surely buys a traditional one to make them trendy at the same time stylish in a traditional way.

- **Saree**

For looking traditional; Women mostly prefer saree without any doubt. Saree comes with various fabrics, design or quality in every year during this Eid time where a good collection of Saree displays on the showrooms by different brands; Where Most commonly designers highlight some of our local traditional and cultural elements; for example; Jamdani, Muslin, Silk or Rajshahi silk, kota, tangail and other comfortable Saree; decorated with various print or other simple embellishment techniques. Designers do keep in mind regarding the comforting fact while designing Eid Ul Adha collection; considering the busy schedule of Eid day; thus they keep it simple and easy to carry out with a satisfactory outlook.

- **Blouses**

In recent days Blouses are found in various cuts and patterns. For staying in the trend; during Eid Ul Adha, fashion houses offer beautiful blouses with different creative patterns which are currently being accepted by the most numbers of female consumers. But still, most of the woman prefers the simple regular cut which can ensure a simple but smart look on this special occasion.

- **Salwear and Kameez and others**

Considering Women from Bangladesh; the most common outfit is Salwear and Kameez along with matching Dopatta (scarf). Thus in eid Ul Adha collection; there is no shortage of different designs in this specific category for all aged grouped women.; also some other types of ethnic one piece Kurti dress in different length, fit, color and design has been considered as one of the bestselling Products among all categorized women. Mostly simple patterned outfits are proffered by most women instead of any kind of extravagant designs.

- **Accessories and Jewelry**

In Eid Ul Adha a smaller group of women go for Accessories and Jewelry shopping. They mostly buy these things on Eid Ul Fitr. But there are some women (mostly upper class) who purchase new bags and footwear for them in matching with their Eid special outfit.

### **2.4 Pohela Falgun (First Day of the "Spring" of Bangladesh)**

The first day of the Season, Spring of Bengali month called "Falgun", according to the the Bengali calendar, celebrated widely in Bangladesh. In 1991; it was started by Dhaka University's Fine Arts students. Usually on 13th February, the first of "Falgun" fall of according to the Gregorian calendar. "Falgun" is the eleventh month in the Bengali calendar and as spring considered the king of all the six seasons; which brings back warm sunshine, budding flowers, and dancing of birds [6].

**2.4.1 Way of Celebration:** After the dryness of winter, new leaves start to come out again and nature adorns the branches with new colorful flowers such as Shimul, Polash, and Marigold [6]. Normally people dressed in “bashonti” (orange and yellow) colored outfit and women garnished floral ornaments, while boys commonly wear colorful traditional outfits to greet the arrival of spring in this day. The festival-loving people celebrate and welcome the day with immense love, joy and with a colorful approach. Bakultola of the Faculty of Fine Arts (Charukala) of Dhaka University (DU) was the centre point of the festival where thousands of young men and women gathered in the morning and celebrate the day by singing songs, reciting poems and dancing [6]. The whole campus and the premises of Ekeushy Boi mela become one of the best places for hanging out with friends and family members. Not only in nature but also this special day brings happiness, color and positive hope in the lives of people of all ages. Since the last two decades; the main programs of the day; arranged by Jatiya Boshonto Utshab Udjapan Parishad. The first segment of the daylong festival begins at 7 in the morning at Charukala of Dhaka University, starts with a colorful procession, songs and dances. The festival covered diverse performances like the instrumental song, Basanta Kathan Porbo, Dol Khela, solo and group recitation, solo and group music performances, group dance and a special performance by native people and children. [7] To become colorful with the color of spring; this celebration has been arranged for the past 22 years.

**2.4.2 Fashion and look:** Like Pohela Baishakh; this festival is also considered as a colorful festival for all Bangladeshi People. Where people from all religious groups; take part in it. Basically, on this occasion, men and women wear yellow or orange traditional outfits. Along with the festive wear, women decorate their hair with flowers. Also wearing heena has become a culture of this festival for women.

**2.4.3 Color:** The shining yellow, red-orange or yellow-orange are the main representative colors of Pohela Falgun. Additionally, people also add up green, yellow green or other similar colors along with the main ones to symbolize this occasion prominently.

**2.4.4 Fabric, Prints or Embellishments:** Usually, the main fact for this occasional outfit is “color”. But keeping up the purity of the traditional values, Designers decorate their collection with various local fabrics, mostly on cotton, adorned with different printed motifs; that truly inspired from the special floral motifs of spring; as well as some of our local motifs inspired by our culture and heritage that equally take places on designs. For embellishment work, mostly the common traditional techniques are used to design these festive outfits; for example; Block print(impression technique with color), Batik (done using wax), hand paint, screen print, Hand embroidery, mirror or beads work, Appliqué or patch work and also some other similar embellishment works in a range of variety in shades of yellow and orange.

#### **2.4.5 Outfits category**

##### **Menswear**

Men who are usually trending conscious; get interested to buy a traditional wear to have proper get up on this special occasion. Like women; men don't seem much bothered regarding following up the special color code (orange, yellow, red or similar) of Falgun. Rather; they usually go for any random color that suits their taste. Only a few; found interested to maintain the festive colors. On the other hand; those who don't purchase a new outfit aiming the occasion; also try to stay in tradition through their previously bought traditional wear. But still, there is a large number of Bangladeshi men who rarely put any attention towards this festival.

##### **Women's wear**

On Pohela Falgun, women from all over the country try to wear Saree in a most common basis. Young girls, on the other hand; still prefer to wear Kurti or Salwar Kameez instead of saree as most of them get difficulties while managing saree. Thus Fashion stores put a great effort into preparing the Falgun collection using only the special colors (orange, yellow, red and so on) that represent the festival thoroughly. Women from all classes and ages; get a good collection of Saree, Salwar Kameez, Kurti in a large variety of designs within those limited colors but in a plenty of various shades and tones.

##### **Accessories and Jewelry**

Mostly women found to wear beautiful flower crowns made up with multiple colorful real flowers. Thus the flower crown seller makes a huge profit on this particular day. Additionally; to provide a complete look on this occasion; women wear different types of jewelry well matched with their outfits. Mostly clay or wooden jewelry along with some metal ones in unique shapes go well with the Sarees and other traditional dresses.

#### **2.5 Shaheed Dibas (The International Mother Language Day)**

Shaheed Dibas(in Bangla) or The International Mother Language Day (IMLD) is a worldwide annual observance held on 21 February to promote awareness of linguistic and cultural diversity and promote multilingualism. First announced by UNESCO on 17 November 1999, it was formally recognized by the United Nations General Assembly in a resolution establishing 2008 as the International Year of Languages [8]

**2.5.1 Way of Celebration:** The day has been selected on the ground that on this day in 1952, people of Bangladesh sacrificed their lives for their mother tongue.[9] On this date, each year, our country honored as International Mother Language Day in the acknowledgment of the preservation of “Bangla” as the authorized language of Bangladesh by the request of the Bangladeshi people. In Bangladesh, International Mother Language Day is commemorated with events taking place primarily around the Language Martyr's Monument in Dhaka [10]. People along with their beautiful kids bring flowers, mainly in red and yellow, to show honor to the martyrs; which are spread out in front of the Shahid Minar (national monument). It is a solemn day as respect is paid to the martyrs who brought to the world's attention to the necessity of keeping marginalized languages alive.[10] Considering

the National mourning day; people from different class, age, and occupation wearing Black and white outfit; join the flower giving segment along with the cultural and other activities held each year to mark 21 February, Ekushey or Shaheed Dibas (Martyrs' Day), that centered on the Shaheed Minar. Different TV channels broadcast cultural shows, dramas or documentaries; based on the proud history of this significant day.

**2.5.2 Fashion and look:** On this particular day; Bangladeshi people from different age group; both male and female show respect and gratitude towards the Martyrs by wearing Black and White outfits, as black and White are the colors of this special day. Thus designers provide a beautiful collection of traditional or semi traditional outfits keeping up the color code in black-White combination.

**2.5.3 Color:** The main colors for this occasion are Black and White where Grey also plays a vital role in contrast with the other two colors. Additionally; Red; on the other hand; used commonly; just as an ascent. Apart from red; some other bright or dark colors equally stays in the designer's mind considering just as ascent colors to create an impressive look; combining with the main two colors (Black, White).

**2.5.4 Fabric, Prints or Embellishments:** As for this occasion; the main fact for the outfit is "color". Also considering the strong historical background of this day, designers decorate their collection with various fabrics that are fully local quality. Hand painted, screen prints, block, tie-dye or embroidery are the main embellishment techniques which take place on these outfits. On the other hand; most of these outfits designed with text or write ups; based on the background history or relevant issues; which found very prominently popular among all category consumers.

#### **2.5.5 Outfits category:**

##### **Menswear:**

For men; there are almost all category products from traditional to western; available in the stores on this occasion; such as; Panjabi, fotua, shirt, t- shirt or Polo shirts etc in all black and White in color; mostly with printed pictures and write ups based on the background of 21<sup>st</sup> February .

##### **Women's wear:**

Generally, Saree, Salwar Kameez, kurti or fotua in different length or silhouette in black-white combination in solid or printed fabric with variety in surface designs are the main attraction for women on this special occasion.

#### **2.6 Bijoy Dibos (The Victory Day)**

Bijoy Dibos (in Bangla) or Victory day is considered a national holiday in Bangladesh that celebrated on 16<sup>th</sup> December. On this day in 1971, West Pakistani (Present Pakistan) Army surrendered to Bangladesh after the 9 month long liberation war and as result, Bangladesh gained her victory. [12] In 1971 Bangladesh fought the Bangladesh Liberation War against Pakistan to become an Independent country, which resulted in the secession of East Pakistan from the Islamic Republic of Pakistan and established the sovereign nation called Bangladesh.[11]

**2.6.1 Way of Celebration:** This day is celebrated all over the country and in the whole world where the day is locally known as "Bijoy Dibos". Here, "Bijoy" means "Victory" and "Dibos" means "Day" [12]. The Victory Day celebration has been taking place in Bangladesh since 1972. The Bangladesh Liberation War became a topic of great importance in cinema, literature, history lessons at school, the mass media, and the arts in Bangladesh [11]. The ritual of the celebration gradually obtained a distinctive character with a number of similar elements: Military Parade by Bangladesh Armed Forces at the National Parade Ground, ceremonial meetings, speeches, lectures, receptions, and fireworks. [11] "Bijoy Dibos" for Bangladesh is a blissful celebration; where local popular culture plays an enormous role. Radio and TV stations air special cultural segments and patriotic songs dramas. All over the country; the main areas, streets, market places, houses; even cars are decorated with Country's national flags. Different political parties and socioeconomic organizations undertake programs to mark the day in a befitting manner, including the paying of respects at Jatiyo Smriti Soudho, the national memorial at Savar in Dhaka District. [11]

**2.6.2 Fashion and look:** As it's the Victory day of Bangladesh; people from different age group; both male and female show respect towards our national flag and wear something with a combination of Red and Green; colors from our national flag. Keeping this thought in mind; designers keep a good collection of traditional or semi traditional outfits keeping up the color combination of Red-Green that completely influences the next generation of Bengali/Bangladeshi children towards their cultural roots.

**2.6.3 Color:** The main colors of this occasion truly inspired from our National flag; which are Red and Green where red represents the rising sun of Bangladesh. Also, it symbolizes the blood of the martyrs of Bangladesh and green represents the beauty of the land of Bangladesh. Thus people intend to carry these colors through their outfit to show respect towards the greatness of the victory of our country.

**2.6.4 Fabric, Prints or Embellishments:** Considering the enormous value of the victory; the main fact for the outfit is color and the pattern of the national flag. Thus designers decorate their collection in a very simple way with available local fabrics. Usually, outfits are designed mostly in a plain way keeping fewer embellishment works. Appliqué or cut and sewn are the most common techniques that usually have a prominent use on the collections



### 2.6.5 Outfits category:

#### **Menswear:**

Men's collection is not yet so popular during this occasion. There are few men who found to be quite conscious regarding every single festival. But most Bangladeshi men seem less interested to wear something special keeping the victory day in mind. Accordingly, designers also put very little effort to work on men's items considering the low interest of the male consumer.

#### **Women's wear:**

Women generally prefer Saree, Salwar Kameez, kurti or fotua in different length; mostly with simple silhouettes; keeping the color code as a top priority along with a traditional look.

### 3. CONCLUSION

Festivals are certainly the best way to experience the joy of celebrating in a unique way. Festivals not only come in people's life in a form of celebration but also it relates the tradition, culture & fashion between individuals. Due to the expansion of fashion markets in the global world and the frequent change in the fashion industry; cultural interchange and acceptance are remarkably significant in modern time. Many renowned Fashion Designers are taking their inspiration from a variety of different culture, festivals as well as dress forms and aesthetic styles to set new trends through various ethnic fashion resources that playing a vital role to add up the exoticness to the fashion business. Thus this study; that influence the fashion market through the differences of cultural festivals and fashion trends of Bangladesh, where ethnic fashion is in the main focus; can play a vital role to exchange the fashion inspiration and cultural interchange around the world.

As long as people wear fashion, they remain consciously or unconsciously influenced by each other through their culture and tradition. Therefore the connection between fashion and culture remain enduring and intrinsic. Thus for fashion; cultural knowledge from anywhere of the world; is imperative "as The Fashion industry is a story from various culture; where people wear these stories every day."

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