

Commodification of Images through Magazines in Bangladesh

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Chapter 1

Introduction

1.1 A Glimpse into My Internship

The organization I had chosen for my internship, in order to complete my Bachelor's degree from BRAC University was *ICE Today*, - a publication under the Bengal Group of Companies. It is a monthly fashion magazine, written in English designed for the upper and upper middle class women in Bangladesh. ICE (Information, Communication, Entertainment), like the name suggests is a combination of all the three elements. It keeps a track of whatever that is either latest or in fashion, or something coming soon and conveys it to its readers through different articles.

I began my internship on January 01 2012, and the next three and a half months journey I had embarked on was very exciting. During my internship I had different roles to play in the magazine. I worked as a writer, at times as an editor, a translator, an interviewer and even a reporter covering events. While performing the myriad different tasks, I had gained adequate understanding of the overall publishing practices of a magazine.

1.2 Inner Working of the Magazine

In order to run a magazine successfully, the primary factor that needs to be taken care of is to cater to what the readers are expecting to read that very month. As a result every month a meeting is held where all the employees of ICE Today and the contributors are present. Keeping an upcoming occasion in mind a different theme is decided every month-- for example, New Year theme in January; a combination of International Mother's Day, Valentine's Day and Pohela Falgun in February, a blend of International Women's Day and Mother's Day in March, Pohela Boishakh in April and a month dedicated to the men in May). Once the theme is determined all the contributors discuss their ideas, and with the green signal from the top management they choose what articles to write, which are recorded in a Microsoft Excel file known as mock-up. In addition the photographs to pair with the articles are also brainstormed. Once the meeting ends with a given deadline, the more difficult versions of the work begin.

There is not much work in the office until the articles are sent, thus during those hours all the photo shoots are taken care of. Unless a specific background is necessary for any picture, all the shoots take place within the office premises. Since the office is located near the airport, the lake on one side and the forest of trees in the other produce a scenic landscape which is helpful to bring versatility into the background of the photographs.

After all the articles and the related pictures are received, the graphic designer arranges them. When the final layouts are edited/corrected wherever necessary the formas¹ are created with reference to the dummy² and then are finally sent for printing.

1.3 My Duty as an Intern

As an intern my task was not limited to one particular field. On my first week I was asked to proofread the articles for the January issue. I had to ensure there were no grammatical, spelling or structural errors in them. In case there were any; I was given the authority to make corrections according to my judgment. Later I was assigned the important task of writing articles. At first I wrote articles based on my own ideas but afterward I was handed interview-based ones³.

Being an intern, I was available in the office from morning till evening (three days of the week), my regular duty involved ensuring all the articles and pictures were sent to office on time. Whenever the contributors failed to submit their write-ups I had to send chasers⁴ and look through the ocean of photos for final selection.

¹ A term used in the office which refers to the final copy sent for printing

² Another term used in the office. This is a small booklet which is a rough version of how the magazine is intended to be published. It is basically a guideline which keeps track of which article should go after which one and also which ad will go where etc

³ My articles are attached in Appendix (III)

⁴ A term used in the office referring to calling the contributors asking them to send their write-up

Alongside the interviews my other field duties involved covering events⁵. I mostly covered art exhibitions held at the Bengal Art Lounge and Bengal Art Gallery. Events that I covered were the launching of Olivoila Extra Virgin Olive Oil and Bangladesh's first ever Fashion Summit organized by GO Brand and ARRIVAL marketing communications jointly.

While some events had to be visited, press releases of others were sent via mail. Those press releases had to be abridged and re-written. Some of those were written in Bangla and henceforth translating those fell under my job description as well. A section of *ICE Today* known as 'Around the World' is a collection of interesting events taking place all over the world. Needless to mention, browsing through the internet and compiling them once in a while was my responsibility⁶.

Within weeks I was given the authority to make any changes with the final layout, any other articles, pictures- in short anything to do with the magazine, but with the permission of my supervisor. Through the course of time I began to supervise photo shoots and accompanied our chief photographer once for the 'shopping' segment. Among my experience in these varied categories; I enjoyed some of it, while some were less favourite to me. Nonetheless, the best feeling I have encountered during my stay in the organization was when I was handed the sole charge of the office during my supervisor's absence.

⁵ Events written by me are so attached with my write-ups.

⁶ Also attached in Appendix(III)

1.4 Personal Accomplishments

While working in diverse fields of this magazine I had a chance to explore my own skills and discovered my own strengths and weakness. Not only did I acquire more knowledge, I gained a practical understanding of office rules, regulations and practices. In addition, I got a chance to discover my great interpersonal skills. In my spare time I learnt the basic use of Corel Draw⁷, Lightroom⁸ and a DSLR camera.

The best part of my internship was meeting some wonderful people and forming lasting friendship. I got the opportunity to meet personalities like Adil Hossain Noble (model and actor), Dima Nefartity (senior broadcaster of ATN Bangla), Debasish Roy (Head of CSR, Grameenphone Limited) and many inspirational painters living in Bangladesh and abroad.

1.5 Application of Media and Cultural Theories at Work

At University, I was offered various courses on Media and Cultural Studies, which helped me perform better in my internship. I could relate the theories and the rules that I have learnt in the courses with my practical experiences, which provided me with a better understanding of all that I learnt in University.

⁷ Graphic designing software

⁸ Editing software

English for Print Media

In this course I learnt the basic differences between a Report and a Feature. Also, I got an overview of how to conduct an interview for example, breaking the ice and building a rapport with the interviewee before heading towards the question. Also, keeping a transition between the questions⁹ so that it is easier for the interviewee to feel comfortable with the whole process of interview is another technique that I have learnt in this course.

Copywriting and Copyediting

The copyediting course helped me during proofreading. It was easier to recognize less visible errors and correct them accordingly. When the articles/ press releases were long I used the concepts learnt from this course and abridged them.

One of the essential rules of copywriting is to make the article especially the headline interesting that would lure the readers into reading and keep them hooked till the end of the piece. I applied those methods that I learnt in class and tried finding interesting titles, thus putting the theories into practice.

⁹ A sample of my questionnaire is attached in Appendix (IV)

Translation Studies

Some organizations sent their advertisements and press releases¹⁰ in Bangla which had to be translated and/or written in the form of an advertorial¹¹. There I have applied the rules I have learnt in my course, and translated them accordingly. I mostly used dynamic i.e. sense-for-sense translation rather than word-for-word translation.

1.6 How I Came Up With My Topic

On most days I used to sit with my supervisor and the chief photographer while they selected the photos that would be published in the magazine. As much as it was evident that only the good looking ladies got a chance to shoot for the magazines, I watched to my amazement while our photographer spent hours editing each photo even after it was finalized. It is not that the role beauty played in our society was a new phenomenon to me but as he sharpened the images and enhanced the colors I realized how women have to be "perfect" to please the viewers. The models were perfectly beautiful people but the simple spot on their faces were removed as they had to be flawless. Again, when the photographer used Photoshop strokes to make a model thinner, I couldn't help being surprised and few questions rose in my mind. Aren't healthier women pretty? Or should they be less acceptable in a society only because they weigh a little more than the typical thin women? I was forcefully reminded of that idea that thinner have about remaining thin. Can they eat to their heart's content or do they always diet?

¹⁰ A sample of a press release that I have translated is attached in Appendix (V).

¹¹ The advertorial is attached in Appendix (III) along with my articles.

Then it occurred to me that all of us subconsciously want to achieve that which is known as "the perfect beauty". Yet, none of us bother to find out how that "myth" became a reality in our society. Therefore, I have chosen this topic to study the insatiable thirst women have to be beautiful and how certain images in the media manipulate their thought that apparently does quench their thirst to some extent, exploiting them in the process.

In order to explore my topic, the theories I want to focus on are Jacques Lacan's psychoanalytical theory on Gaze from the book *The Seminar. Book I. Freud's Papers on Technique, 1953-54* in combination with Laura Mulvey's essay "Visual Pleasure and the Narrative Cinema". I have also used John Berger's "Ways of Seeing" as a reading material along with Fredric Jameson's essay on "Postmodernism, or The Cultural Logic of Late Capitalism". Finally, I have used excerpts from the book *Beauty Myth* written by Naomi Wolf, Judith Williamson's book *Decoding Advertisements: Ideology and Meaning in Advertisement* and Karl Marx's idea of commodity fetishism from his book *Capital Volume 1*.

Chapter 2

Portrayal of Beauty in Bangladeshi Middle and Upper-Middle Class Society

2.1 Role of Beauty in Bangladesh Society

Beauty is an important quality that women in the Bangladeshi culture are supposed to have. While stepping out of the house, they are expected to leave back their casual attire and put on at least a “presentable” look if not perfect. Even if someone chooses not to wear any make-up she is compelled to dress up properly, according to the current trend of course. The quintessential young Bangladeshi women these days are well known for their "naturally" glowing skin, silky straight hair, long kameez paired with matching tights followed by her luminous kohl-outlined eyes. However, beauty didn't always have this notion. There had been a time when beauty meant long-thick braids in combination with red *bindi* and saree, the 'Bengali beauty' as it was termed.

No matter which era, beauty in this culture always had a significant role to play. While in early childhood a daughter observes her mother spending ample amount of time combing her hair, putting on lipstick while going to work (if she has a working mother) or even during going to shops. If she's being brought up in a joint family she would find her mother taking the same effort even before getting out of her room; needless to mention getting dressed up for parties. As a result, the very idea of looking "appropriate" before facing others gets instilled in her mind from early childhood. Also, when she is growing up she is confronted with all sorts of beauty products, images of models flaunting their perfect skin, hair and the zero-figure and gradually

finds herself to be an active member of that community striving to be flawlessly attractive. Not only that, a girl is also made aware that if she's not physically appealing she will not receive good marriage proposals, let alone catch the attention of the guy she has feelings for. Undoubtedly, similar feelings and attitude towards this conception leads most women to wake up extra early in the morning concealing their dark circles, straightening/curling their hair fulfilling the "necessity" of being glamorous.

A large portion of women dedicate their lives to beauty routines- such as make-up regular visits to beauty parlours and gymnasium, hair and skin treatment and what not. Thus, owing to their social position and role, women are not only anticipated to make themselves look pretty, but they themselves sometimes feel the need to look good. To cater to this insatiable desire, multinational companies (MNCs) and other beauty promoters are innovating newer and more expensive products with every passing day; fattening their bank balances in the process. As mentioned earlier globalization plays an active role behind the fast paced practices of changing media. As the depiction of women's beauty changes over time, so do the women's beauty practices.

2.2 Beauty Practices of Contemporary Bangladeshi Women

Naomi Wolf, an American author in her book *The Beauty Myth* talks about women all over the world and their exceeding number of hours they dedicate to beauty practices. She says that this (beauty) has become women's new religion, which is even more dangerous as it is a religion created for them by those who will benefit from women becoming oppressed believers

of their preaching (1990). This Beauty Myth that women are exposed to, influences them in such a way that they begin to view these inflictions as their own decisions and thus become part of this myth.

In order to find out more about the beauty practices of the more typical Bangladesh women I have chosen to interview six upper middle/upper class women currently living in Dhaka city; my youngest interviewee being 14 and the eldest being 29. The reason why I have chosen such a wide age band is to dig deeper into the beauty beliefs that the different age groups uphold, find out an approximate age when young women first feels the compulsion to be beautiful and later how that understanding of beauty changes over time. In addition, I also wanted to focus on the lives of young adults including students as well as working women who are (possibly) still unmarried since this is the group most vulnerable to the Beauty Myths. In colleges especially in universities young girls become victims of peer pressure and feel forced to match their shoes, bags and accessories with their clothes almost every day; not just for the sake of fashion but to prove that they are of a reasonably affluent stature, which in turn becomes a method for making friends. Later, this becomes a part of their identities and if some day they fail to maintain their regular routine of "styling" they are questioned by friends, as if not putting on eyeliner one day requires an explanation. From this interview I intend to acquire knowledge on their opinions regarding beauty, their standpoint regarding the topic, views as well as practices on skin complexion, weight issues and how their perception of beauty is influenced by that of the West.

2.2.1 Fitness and Health

My interviewees were five women and a fairly young girl, Fareena (14), Rashmi (20), Simi¹² (23), Sabrina (24), Tanzin (25) and Farah (29)¹³. One of the key themes that had emerged while conducting the interviews was health and fitness. From their testimonies it was quite evident that having a toned body was of utmost importance to most of these women. Despite the differences in their age, all six of them said that they want/try to be slim at all times and resort to dieting when required. Nonetheless, all of them are against any form of surgeries or laser treatments for this purpose; instead they opt to be very conscious about what they should/should not eat. Farah goes to the gym regularly at, at least 3 times a week. She affirms that though she has a very tough time working out for 2 hours after 9 hours of office, yet she feels that she ought to maintain this routine. She further said that sometimes her husband finds it really irritating if she comes home at 9 o'clock after office and gym, but she expects him to understand how much "being thin" means to her.

All of them talk a great deal about their figures and yearn for that zero-figure that are constantly being displayed in magazines and on television screens.

Sabrina and Tanzin did not seem to complain much about their figures, just said that they avoid sweets and rich foods under most circumstances. Simi on the other hand is very unhappy about her overweight body and wishes she could lessen her addiction for chocolate and

¹² Not her real name. The interviewee preferred not to disclose her identity.

¹³ Detailed information about my interviewees is attached in Appendix (I).

carbonated drinks. She often feels very insecure and believes that boys will bypass her and like her friends instead. "This is probably the reason why I never had a boyfriend for all these years" she adds. Fareena "starves" herself the next day if she has over eaten the day before. Often she prefers *ruti* over rice for dinner. Besides, after every meal she never forgets to drink warm lemon juice with honey as she believes this would help her to lose weight. Rashmi being quite thin and attractive is very confident and her idea of remaining thin is further boosted by the increasing number of men falling for her. Nevertheless she wishes she had bigger breasts and wear padded bras so that her "figure looks nicer".

2.2.2 Skincare

Apart from Simi and Farah, the rest of my interviewees are mindful of the brands they use, especially when it comes to cosmetics and toiletries. Sabrina's entire cosmetic box is filled with MAC products whereas Tanzin brings a carton of Revlon foundation whenever any of her friends or relatives visits her from London. Being only 14 Fareena does not have the liberty to choose her own make-up, although she does use them frequently. All the six ladies use face wash, lotions, moisturizing cream, sun-screen lotions and night creams on a daily basis; that too of a particular brand.

Tanzin has been epilating her arms and legs since she was in grade 5 while Farah waxes almost all parts of her body (arms, legs, underarms, chest and chin) every month. The rest of the interviewees, including Fareena uses hair removal products like Anne French, Nair and Veet to get rid of body hair. Sabrina said, "I like to have silky smooth skin. Whenever I use hair removal

products I never forget to put lotion afterwards.... that makes my skin very smooth". Simi was the only interviewee who neither waxed nor used any sort of hair removal products. She said she couldn't be bothered "since she's not that hairy".

The most interesting discussion took place when they spoke about fairness. Excepting Fareena nobody wanted to be fair. The elder women deemed beauty to be 'skin-deep' and fairness products as just 'demeaning'. When asked, all of them gave a similar answer that they long for "fresh, healthy, vibrant, rich and glowing complexion". My interviewees were aware of the fact that fairness creams were trying to mislead them by making them regard fairness as the epitome of beauty. They realized that capitalism through such products made women feel they needed to be fair and felt it was inappropriate to use such products. Despite not being in favour of using fairness creams, they still wanted to achieve the same kind of skin which fairness creams promise (fresh, healthy, vibrant, rich and glowing). This means that even though they do not want to change the colour of their skin, they idealize and wish for qualities that are synonymous with fair skin. Also when I showed them an advertisement (the Lux advertisement featuring Aishwaria Rai) (figure 1), all them appreciated the model's appearance. Besides, all six of them use homemade face masks every now and then.

2.2.3 Hair Care

In Bangladesh, conviction regarding beautiful hair has constantly shifted from one generation to the other. While the 60's and 70's considered straight hair to be beautiful, perms and curls were the "in" style during 80's and 90's. Today again silky straight hair is in vogue. If

anyone does not have it naturally then they simply go for straightening it either temporarily using heat or for a much longer period using chemicals.

Rashmi simply cannot step out of the house without ironing her hair; regardless of what the occasion, she saves herself an extra hour to straighten her long, thick, wavy hair. Until now she has never gone to a beauty parlour for any sort of hair treatment, neither has she tried anything at home. She has no doubt that her hair is perfect; she just wishes it was "straight".

Sabrina and Tanzin both oil their hair frequently and apply home remedies such egg, yoghurt, vinegar etc very often. Both of them regards hair to be a woman's 'true beauty' and do not mind taking any sort of trouble for it. Whenever they style their hair they immediately oil it and apply henna packs as soon as possible. Fareena also takes reasonable care of her hair and turns to 'hot towel hair steamer'¹⁴ each she time she oils her hair. As she has ample amount of volume anyway, also because she's not allowed by her parents she refrains from any sort of styling. She is however very choosy about her haircuts. Moreover she is very particular about her shampoo and sticks to Sunsilk Black Shine at any cost. She states that this is the only shampoo that makes her hair look "shiny and thick."

Farah, on the other hand struggles with her hair almost everyday. She has thin, fine hair which she "absolutely detests". Since her profession does not allow her to "take care of herself"

¹⁴ The process of soaking a thick towel, compressing it, and it wrapping around the hair.

as she terms it, she lets the beauty salons do it for her. Her only self-endeavor towards hair care is pouring a glass of water and swallowing a Vitamin E capsule away with it before going to bed at night.

2.2.4 Attire and Clothing

This was another aspect of the interview where all the ladies excluding Sabrina and Rashmi had related answers. Both of them love to wear the traditional *sari* and salwar kameez and have a wardrobe filled with different types of each. The others prefer Western clothes over Eastern ones. According to them the Western version of clothes are more comfortable and easier to wear. They felt it was only too natural to wear "casuals" outside. The only problem lies within the society that they live in and the environment surrounding them which does not permit women to put on such clothes. Even at the age of 14, Fareena is encouraged to wear salwar kameez outside home otherwise, people around her would "comment". "I don't really mind wearing kameez , I just make sure most of them are from Moon's¹⁵. They are a bit expensive I know but they are my favourite" she informed. As amusing it was to hear a 14 year old talk about brands, it was much apparent how the young generation is becoming more careful each day regarding physical appearance.

Apart from Tanzin all of them wore trousers, t-shirts and skirts at home; "at home no one really cares, so I can wear whatever I like" claimed the ladies. Tanzin used to love wearing skirt but ever since she got married she stopped wearing it. She lives with her in-laws and knowing

¹⁵ A boutique house located in Banani 11.

they would not approve of it, she stopped wearing Western clothes. Nonetheless, she sometimes wishes she was living separately with her husband so she could avoid the additional "hassle" of dressing before getting out of her room every_time.

Chapter 3

Depiction of Women's Beauty in Print Media

3.1 The Magazine

Ice Today is divided in various sections, viz-a-viz, Business, Fashion and Style, Food and Dining and Travel and Living. Being a fashion magazine, it dedicates most of its segments to articles as well as advertisements related to beauty and the current fashion trends, followed by an interview of a model/actor along with a portfolio of one of the leading fashion houses in the country.

Needless to mention, all the pictures used for these sections present slender, attractive female models with sharp, flawless features. Below two of the most important characteristics of a woman's appearance presented in the images are scrutinized to deduce the impact it creates on the readers.

3.1.1 Portrayal of Age

Other than women who are interviewed for their achievements or extraordinary performances in their work, career, political and /or social movements; all the women are young, notably below the age of 30. Wolf acknowledges the portrayal of women in images and argues

that advertisements as well as images of women in magazines seem to pretend that older women do not exist (1990).

While it is mostly younger women who are constantly portrayed in the media, they are also urged to retain their youth. For example, in most of the recent *ICE Today* issues there is an advertisement of Pond's gold radiance (figure 2) which urges its audiences to 'turn back the hands of time'. Also advertisements like Pond's Age Miracle at discounted prices (figure 4); Laser Treat¹⁶ (figure 4) that offers services like Botox, Meso and other anti aging treatments that promises to 'transform today' for a 'beautiful tomorrow' are regularly seen in the magazine. These advertisements provide ways to hide one's age, as if natural aging of women is a "problem" that should be avoided. Constant referrals of such matter result in making women feel insufficient as if that they cannot exist even if they have a minor physical shortcoming. Whilst advertisements prescribe women to use such creams, soaps etc from a very early age in order to avoid getting wrinkles at a later age, women fall a trap to such promises and end up buying these products. Such cases are also relevant for fairness creams. Maximum number of advertisements on fairness creams shows women who were unsuccessful at work/home due to their darker skin tone; but later only after using such products they excel in their lives.

3.1.2 Portrayal of Physique and Fitness

While younger women earn a place in the magazine, the thinner ones are also equally prioritized. Be it the cover page or any other advertisements (unless it is absolutely necessary to

¹⁶ A beautycinology clinic located in Banani 11.

feature a bulkier woman) all the women have a slender figure. For example, in the May 2012 issue of *ICE Today* there is an advertisement of Drapes¹⁷ (figure 5) featuring a perfectly thin woman with zero ounces of fat in her body wearing a revealing saree, creating an impression that she is promoting her body rather than the saree she is wearing. Again referring back to Laser Treat advertisement (figure 6), this time from April 2012 issue which is slightly different from the previous one. Apart from various types of facial treatments, it provides service for body shaping as well, that too at a discounted price for Pohela Boishakh, as if it is imperative for women to look their best for any occasion.

Previously, there were advertisements of ZEROCAL which is supposedly a sugar substitute. The tagline of this product says 'a taste of sugar minus the calories' which conveys an underlying message that now anyone can have sugary delicacies without having to worry about putting on weight. Although these advertisements help in making people more aware of their health, they also stress on the importance of fit and slim body. In this way advertisements play on people's anxiety and concerns regarding their body image guiding the readers towards buying these products.

3.2 An Introduction to 'Gaze'

The word 'gaze' usually refers to looking at something intently. But for the purpose of this report, the deeper significance and importance of 'gaze' is taken into consideration. The popular term was introduced by Jacques Lacan to denote the psychoanalytical state that is

¹⁷ A boutique located in Banani 25.

associated with the awareness that one is being viewed. . It signifies being intently scrutinized by others, which in Lacan's words "is that the subject loses some sense of autonomy upon realizing that he or she is a visible object" (127, 1988). This psychoanalytic theory is rather used in this paper to politically demonstrate the socially constructed patriarchal society of Bangladesh.

Though Laura Mulvey in her essay "Visual Pleasure and the Narrative Cinema" has mentioned that pleasure is related to gaze, there is a loophole fastened to her statement- the fact that this 'pleasure' achieved through this gaze is mainly a male domain. In relation to Lacan's theory, she further states that "woman is a symptom of a man" (14, 1975) which means that women are nothing but an object, more precisely an object of male desire; something that man has a hold on, something he can possess.

Though women have been termed as an object for male possession, this ownership undergoes a certain process; a process where the function of image is brought into light. In the preceding paragraph the role of gaze has been mentioned various times, but possession through gaze occurs only with the help of the image. For example, I, a woman, am an independent being. I am neither controlled nor possessed by anyone. But the moment I am captured in an image, a viewer can scrutinize my picture in anyway he/she wants. He/she has sole control over me, and my identity will thus dwell in the eyes of the beholder. In simpler words, image is a controlling gaze and the moment any individual (especially women) is captured in a frame she loses

ownership over herself and hands it over to the person in charge of the camera i.e. the eye (gaze) enjoying the power.

Before moving forward with this concept it is important to explain why and how pleasure is directly related to the image of the women. In her essay Mulvey further mentions that the controlling gaze of the camera involves a number of possible pleasures which is impossible to mention without referring to Freud's theory of scopophilia. Scopophilia is a Greek term which asserts the pleasure one gets simply by looking. Freud, in his essay *Three Essays on Sexuality*, connects this pleasure with a curious observation. Since this theory is purely psychoanalytical it not only arouses sexual stimulation but also instinctively objectifies the person in the image. This perception primarily starts with pre-genital auto-eroticism but later by analogy the look gets transferred to others. Henceforth, the idea that the person in the image is an object is also perceived by others.

Coinciding to the theory of scopophilia, Freud had introduced another theory that is fairly related to the previous one, known as voyeurism. This occurs when the subject is "spied at", which means one has no idea that he/she is being viewed. Voyeurism takes advantage of the fact that the subject cannot challenge the gaze that is being imposed on him/her and thus the spectator gets an opportunity to inflict his/her (generally his) sexual fantasy onto the subject. As a result, an illusion of unveiling the "veiled" is created in their minds; consequently "the position of the

spectators [in the cinema] is blatantly one of the repression of the exhibitionism and the projection of the repressed desire onto the performer” (Mulvey 27, 1975)

Scopophilia as well as voyeurism are unconscious, undetectable and deep-seated in the mind of the (male) viewers. Especially in a country like Bangladesh where men are not even allowed to stand in front of a lingerie store, let alone see a girl in one, even in pictures, the fantasy of the female body exists to a greater extent than it does in the Western countries. Moreover, the most justifiable and universal explanation for such unconscious desire is none other than the Oedipal complex itself, a psychoanalytical state where the son or even a daughter has a subconscious sexual desire for his mother. Owing to this concept, it is quite natural for men to be attracted towards the opposite sex.

3.3 Male Gaze and the Beauty Pornography

Wolf juxtaposes the concept of male gaze with women in images, particularly the ones in advertisements where they are portrayed as sex goddesses and notes that women usually confuse feeling sexual with being looked at in which they prioritize men's sexual desires before their own. In case of the magazines, the male gaze is doubly subjective to women as the female readers look at the women in magazines through the male eye.

It is interesting to note that in more than 95% cases, the model on the cover page is always a woman. Also the poses that the models strike are often sensuous, if not provocative; represented as nothing less than sex icons for male beholders. Thus it is women who are encouraged to dress up, coat themselves with make-up and look good for the sake of men. As a result, even when it is women themselves who look at these images of women models, they look at them through the male eye, either wanting to be them or have what they own.

Wolf also comments that, "The reader understands that she will have to look like that if she wants to feel like that" (133, 1990). She refers to advertisements as "beauty pornography" because those who see them are lured into the world of consumption. Women are exposed to beauty pornography since they are portrayed in such a way as to satisfy the male gaze. The beauty product, in this case functions as the porn that make women desire and purchase them. In the struggle to attract the male gaze (that the woman in the advertisement has already achieved), the female readers buy a particular product -clothes, cosmetics, accessories etc; in order to look like the models in the images. In relation to this context, John Berger commented "Men act and women appear. Men look at women. Women watch themselves being looked at. This determines not only most relation between women and men but also the relation of women to themselves. The surveyor of women in herself is male: the surveyed, female. Thus she turns herself into an object- and most particularly an object of vision: a sight" (45-47, 1972). It is important to note, that in both cases women are exploited, oppressed and subjugated through the stronger force taking advantage of them.

Chapter 4

Commodification of Women's Beauty in Images

Women are always 'gazed' at by men and by themselves. In the process of pondering how a male observer is viewing her, she analyzes herself more intently, strives to get rid of her flaws and attain additional beauty. Hence it can be said that beauty like money has no specific goal; there is no achieving "perfect" beauty as there will always be someone thinner and prettier than the last month's cover girl (in case of magazines) and these are the images most women are exposed to. The question is that what are these women in images, through fair skin, toned body and straight hair aiming to portray? How is this perceived by the receiver and what exactly is this portrayal leading to?

Berger connects publicity with the concept of beauty and glamour, and states that publicity cannot exist without glamour playing an active role in it. In the light of this concept, Berger also affirms that when a glamorous person (woman to be more precise) gains publicity, she evokes a feeling of envy within others viewing her:

“Publicity shows us people whose lives have been transformed by consumption and so have become enviable. Being enviable makes the person glamorous” (5, 1972).

It is evident that advertisements and other images in magazines only illustrate attractive women, but most people receiving these pictures fail to understand the motive behind them. Women reading the magazines look through the images as a male viewer (as mentioned previously) and are in awe of the beauty that the models flaunt in the images. Automatically they tend to compare themselves subconsciously with the models and criticize their own self by discovering their own flaws. When the interviewees were shown a cover page from *ICE Today* (figure 7) and asked if they see themselves taking that place, all of them had negative answers. According to them, in order to conquer that position they have to possess "eye catching" beauty.

The magazines and the MNCs take advantage of this psychoanalytical behaviour of the viewers (who become the consumers) when representing models with their "modified beauty" i.e. the ideal face and body creating an impression that they have an upper hand over all the achievement in the world- success, fame and most importantly the attention of all the men. Thus these images, through interpellation, influence and to a certain extent manipulation (in this case) coerce women into buying products which neither work (as mentioned in Chapter 2), nor are products that they need. Yet they submit to such false assurances and resultantly own such expensive, labeled fashion items. They believe ownership of such items will complete the look of what it "means" to be a woman; that they can lead the lives of the women displayed by purchasing the product or a fashion magazine that promotes information regarding those products, in other words a false fulfillment of real needs and desires.

As Judith Williamson, who is regarded as a classic of semiological analysis by many authors, argues in her book *Decoding Advertisements: Ideology and Meaning in Advertisements* that "[one] do not simply buy the product in order to *become* a part of the group it represents; you must feel that you already, naturally, belong to the group and *therefore* [one] will buy it" (47, 1978). An example of this can be seen in the Dove advertisement (figure 8) from the February 2012 issue, which comes with a tagline 'Dare to bear naturally radiant skin with Dove'. Looking at such an image, women feel that by using the product, they can turn into that particular model, look and feel like her with her "naturally glowing" skin. Women feel that they make their own choices and have the "power" to "own" what they see, what they fail to notice that in order to exhibit their "natural" (emphasizing on the fact that natural is supposed to mean what she is innately supposed to have) radiance they are advised to turn to a product.

Louis Althusser, a French philosopher and a follower of Marx uses the term "appellation" (1969) which means that "advertisements hail us", which is often done quite directly which directs the perceivers into a signifying world. However this undergoes a certain process too. First the advertisements imply that the model was a "regular woman" before she used the product she is advertising, as Williamson quotes "[the receivers] become listener and speaker, subject and object" (14, 1978). Advertisements become the only realities in their lives and using such products becomes their only means of holding on to a husband.

ICE Today is a magazine which makes more money from advertisements than its distribution. It is not uncommon for the editorial section of *ICE Today* to be loaded with pictures

of cosmetics, clothes and fashion accessories worn by different models as well as the products that have been advertised inside the magazine. For example, the Aarong advertisement featured in February 2012 (figure 9) issue depicts a woman wearing an attire for Aarong. But once again the particular advertisement focuses on the model's sensuous pose rather than the outfit she is wearing. These pictures encouraged women to think about forms of self expression that were beyond the confines of the beauty myths portrayed in the pictures. Berger uses the term 'ways of seeing' to mean that 'we never just look at one thing' we are always looking at the relation between things and ourselves' (9, 1972)

While it is women who look at the pictures through the male eyes and subjugate themselves by consuming such products, women who are representing the products are also surrendering to exploitation. Karl Marx uses the term "commodity fetishism" to refer to any product "tagged with a price, with monetary value placed on for purchasing purposes, [which] becomes a property that can be exchanged/traded. This property otherwise known as a commodity has properties...capable of satisfying human wants." (Marx, 1867). In simple term it describes disguising the commodity of the good including who has made them and how, through its appearance causing humanity to be sacrificed for the artificial deal.

This means that when a woman is coated with a layer of makeup in order to cast her in an advertisement she is losing her true, real self. Audiences only perceive her as a picture that can be sold. They have the least bit of interest in knowing who and how she is as a person, but are

only concerned with how she looks and her activities on screen. In this process, her individuality and existence are lost in a dab of some face powder and fancy clothes and accessories. Resultantly, she also becomes an object just like the product she is expected to publicize. For example, *ICE Today* in an advertisement for a jewellery store (figure 10), the model who is adorned with the jewelleries in the image; the only visible body parts are a bit of the model's face, ears and neck, all of which is covered with jewellery (earring and necklace) . Thus, women's bodies are disjointed, taken apart and used in these advertisements as a means of selling products.

Berger develops the link between ownership and image further and justifies it on the basis of an economic system. He states that the images are basically used to benefit the public. In continuation he avers that "Although tied to the concept of free choice, the freedom to buy this brand or another, the whole system of publicity is based on one proposal: that we can change our lives for the better if we buy something. Despite having spent out money, our lives will be richer by possessing more" (5, 1972). Apart from relating publicity with envy or glamour, he further declares that that without publicity capitalism would not have existed.

Fredric Jameson, likewise expounds the augmentation of capitalization in this postmodern society. He testifies Berger's claim regarding the aesthetic values versus exchange values and declares that "aesthetic production today has become integrated into commodity

production” (65, 1991). That is why today a price has to be paid for what once consisted of just artistic values.

Finally, the whole idea of what the images attempted to signify and what it signified instead can be expressed through what Jean Baudrillard described as simulacra. Initially the images were meant to be used as a symbol just for the sake of publicity in order to sell a commodity. Later, in spite of the fact that publicity plays such significant role in the world of advertisements, fundamentally publicity is eventless where some time later in the future it is deferred repeatedly. Eventually the publicity gets segmented into objects that are made of separate components that are not bound together in any coherent way to create a personality. Thus, the image is solely treated as an object to be viewed; which is finally replaced by tangibility that gives an impression that everything that it shows will be acquired. Human beings have no feelings or interest towards an object until they are affected by it; the women through the images are hence treated as an object for the other (Jhally 2012).

On the other hand, the spectators fall prey to publicity and a certain notion is created in their minds that all those that they strive to achieve can be gained through the purchases. Right then the very misconception is created that the purchases that they make will uphold the missing happiness in their lives which will make them be envied by the others; the happiness of being glamorous. Finally, this glamour represents the divorced reality, the element that steals the original, expected signified message away from the images.

Chapter 5

Conclusion

If one says, that beauty has a significant role to play in the Bangladeshi society, then it would just be stating the obvious. The fact that a young girl from her very early childhood is exposed to the beauty practices, that she acquires herself is not a new phenomenon. But with the emergence of the magazines, televisions, internet and other visual media – these young women are provoked to adopt such practices in order to look good- the way women are portrayed in media. Henceforth, they make the flawless, edited models their idols and buy all those products they find necessary in order to hide their flaws and be like them. Whilst the models in images are presenting an idea of beauty that does not even exist (since their faces and physiques itself are Photoshopped), the viewers accepting and believing those images chooses to be oblivious to reality. The women- both the ones portrayed in images as well as the ones receiving them are not just exploiting themselves by depicting or trying to achieve what is known to them as “true beauty”; but are also dwelling in false realities.

The contemporary women of Bangladesh are not "victims" of this notion of beauty that are encountered with in this society. Rather they are agents who pick and choose certain aspects of the "beauty myth" surrounding them. However, they are very strongly influenced by the Western ideals. Although they haven't rejected their own culture totally, they seek every opportunity to adopt a Western style whenever given the chance. The media is greatly responsible for introducing and instilling the Western notions of the beauty sold through

advertisements of Western products or ideas or culture, in the Bengali society, since these changing notions usually reach the Bangladeshi women through media manipulating their fashion choices. People in Bangladesh do not just buy Western clothes/designs or accessories they- in reality- buy the Western beauty myth.

From this research, it is evident that Bengali women are double marginalized. First, the Western culture hegemonizes over the Bengali culture and tradition, an obvious effect of globalization. Next, in attempt to keep up with the modern world women of Bangladesh endeavors to follow the latest trends (as mentioned in chapter 2), due to which they turn to magazines like *ICE Today*. Again, considering Bangladesh as a patriarchal society, the male gaze and all those battles women fight with themselves to gain and retain that gaze from men either by being the purchaser or the promoter of fashion products/ magazines; proves that even the slightest move they make is designed to flatter the men; which shows the extent to which they are suppressed and administered by the male gaze.

Appendix (I)

Interviewees

My interviewees were six women; all of whom had similar backgrounds, exposed to similar kinds of lives and had received similar education from early childhood. All of them also lived in comparatively wealthy localities in Dhaka.

Fareena is 14 years old. At present she is studying in Scholastica in grade 7. She lives in Banani DOHS with and has an elder sister who is married and resides in Canada with her husband. Fareena is much pampered and gets her way with almost everything. Often she and her family take trips outside the country. Fareena is obsessed with Apple products and purchases the whenever a new version of iPhone or iPod is out in the market. She believes flaunting social status is very important for making friends.

Rashmi just turned 20 this year. She has recently completed her HSC from Viqarunnesa School and College. She has been in a steady relationship for more than a year and intends to get married to him. Nevertheless, she loves meeting new people and hangs out with them often. She has many friends, mostly belonging to the opposite gender. She is currently applying in universities in Dhaka and prefers private ones over public. She expects to meet more people and have more friends once she joins university.

Simi is 23 years old, studying in one of the renowned private universities in Bangladesh. She is the elder sibling to her only brother also studying in another private university. At the moment she is in her final semester waiting to finish her undergraduation and join her friends at work. At the moment, her parents are looking for a suitable suitor for her. She has been single all her life but still does not agree to the idea of arranged marriages. Nonetheless, if her parents can find a perfect partner she does not mind tying the knot, even if it means compromising with her definition of love.

Sabrina just turned 24 this year. She has completed her undergraduation not very long ago and recently got engaged to her boyfriend and her wedding is to take place shortly. She is eagerly waiting for her big day to come and wants to look her best on that occasion. Both her parents and future in-laws come from an upper class background. She has no intentions of working what so ever, although she plans to join for MBA sometime in the future.

Tanzin is 25 years old and is married for 2 years now. She completed her undergraduation in fashion designing and has no further plans of working or studying. She is currently staying with her in-laws and she gets along with them very well. Her favourite hobby is cooking and she tries out new recipes every other day from books or different cookery shows. Feeding everyone is what she loves to do most.

Farah is 29 years old. She has been in a steady relationship for 5 years and tied the knots just a year ago. She has completed both her BBA and MBA from the most renowned private university in Bangladesh. She has been earning since college and worked part time during her undergraduation days. She is an independent woman, earns her own living and also makes decisions for herself. Nowadays, she is working in a bank as a Brand Manager.

Appendix (II)

Interview Questions

1. Name (optional):

Tell me a little about yourself- [this question is open-ended- this will be used this to dictate the sequence of questions]

2. Age:

3. Occupation:

4. Relationship status:

- i. Single
- ii. In a relationship
- iii. Engaged
- iv. Married
- v. Divorced
- vi. Separated

For how long?:

5. Beauty products used at home (face wash, sun cream, moisture lotions etc):

6. How often do you visit the parlor:

7. Do you straighten your hair?

i. Yes

ii. No

Why?

8. Do you wax?

i. Yes

ii. No

Which body parts? Why?

9. Do you diet:

- i. Yes
- ii. No

Why?

10. How conscious are you about eating healthy?

- i. Hardly bothered
- ii. Moderately conscious
- iii. Very concerned

11. Do you go to gym?

12. How frequently do you use the mirror?

13. Which part of your body do you dislike the most? Why?

14. Clothing:

- i. To parties

- ii. At work
- iii. To university/college:
- iv. At home

15. Favorite brand:

16. How long does it take you get ready:

- i. For parties:
- ii. For office:
- iii. For university:

Reasons for the differences in time:

17. What magazines do you read?:

18. Do you buy issues on special occasions (to keep track of new lines of clothing)? :

19. Do you read the beauty section for tips/advice?:

20. What does beauty mean to you? :

21. What are your views on surgeries like botox, liposuction etc?:

(Show an advertisement)

20. What comes to your mind when you see this advertisement?:

22. Does the product work?:

23. What do you think of the model? :

23. Anything else you notice in the advertisement?

(Show a cover page featuring a female model)

24. What specifically do you like/dislike about the image?:

25. What is the first thing you notice?:

26. Do you ever see yourself in this spot?:

i. Yes

ii. No

Why/ why not? :

Appendix (III)



Let Your Feet Do the Talking

No matter which type, if the feet are done justice then it definitely is a boost to your personality. Wear your confidence with pride at work with the right shoes for the right occasion. By **Rakshinda Huq**

'Give a girl the right shoes, and she can conquer the world'

-Marilyn Monroe

1. Stilettos/ high heels: Stilettos are the only pair of shoes that could dare match the sexiness of a woman's foot. These enticing heels are created to make your legs look taller and sexier! These will shape up your body posture, enhance your curves just the way you have always wanted. Pair your favourite heels with both long and short dresses, skirts, tights and leggings. Accessorize yourself with a very small pendant set and remember to dab Obsession, CK or Totally Irresistible, Givenchy before you leave for your office. Be known as the femme fatale of your office because a stiletto never goes unnoticed.

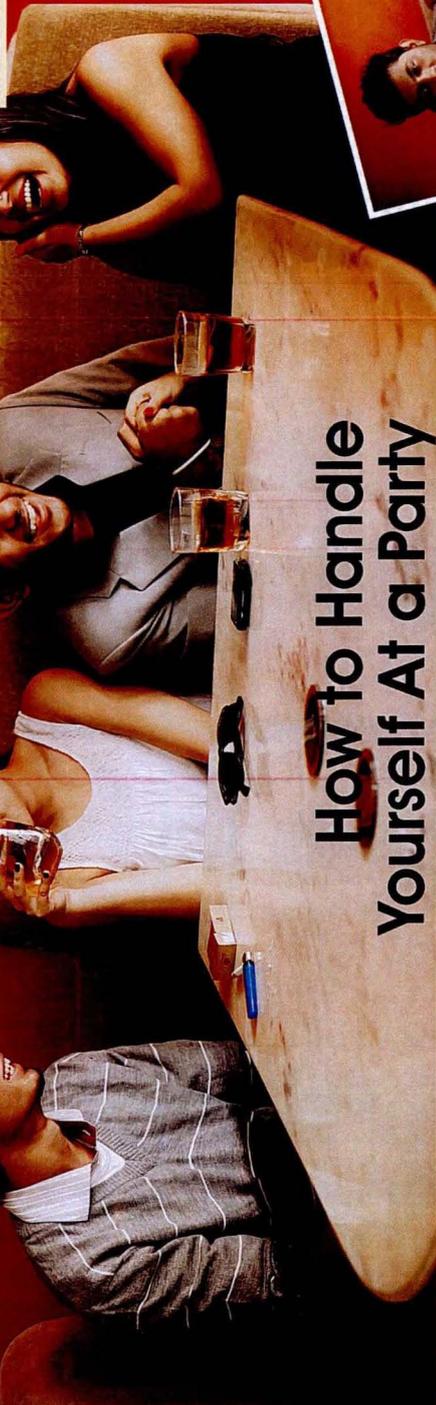
2. Wedges: If you don't think you can manage high heels for a long period of time then wedges are the perfect choice for you. It adds height, but its flat heels keep your feet less stressed and allow you to show off your personality more comfortably. Wedges go hand in hand with summer dresses, flowing skirts, wrap dresses, shorts and with flared jeans or trousers. Nonetheless, try not wearing capris or straight, narrow pants with these. Pair your attire with Chanel Coco Mademoiselle and be the head turning diva at your workplace.

3. Boots: No matter what kind, boots are always chic and forever in style. Experiment with a

different kind each day and be the style guru in no time. Mix and match your range of trousers, dresses and skinny jeans with ankle boots, cowboy knee high boots or ugg boots- a new pair each day and be the fashion statement maker at the office. Prepare yourself to be envied by others. But remember, wearing baggy jeans or shorts with any sort of boots is an absolute no-no avoid them.

4. Sandals/ flip-flops: If you have to do a lot of walking around and slip into something very comfortable then opt for sandals or flip-flops. Shorts, skirts, capris, trousers and other casual dresses are great combinations. Matching your sandals with your bags will flaunt your enhanced sense in fashion. Wearing Pleasure, Estee Lauder with it is advised to complement your casual, laid-back look.

5. Sneakers/ converse: When your work requires you to spend a lot of time in fields and running around then converse/sneakers are perfect for it. Besides, if you have a gym in your office or it's raining/ snowing then sneakers are definitely numero uno. Owning different brands and colours of it is recommended. You could try matching the colour of your blouse, jacket or bag with it. Grab a funky necklace or beads to go with it and catch yourself being stared at. ^[3]



How to Handle Yourself At a Party

There are certain do's and don'ts that all you party goers ought to follow. Here are a few suggestions from Rakshinda Huq

- 1. Keep close to your friends:** Girls it's good to meet new people in a party and hang out with them, but try to stick to your friends. It does not mean, that your friends would be clapping you around but that they would know where to look for you. Also ensure that your friends are responsible enough not to leave you stranded in case of emergency.
- 2. Have someone sober drop you home:** If your date turns you down or the person who was supposed to drop you back home gets carried away and is not in the right state of mind then do

- not seek their help. Find a friend who is sober amongst the lot, or at least knows what he or she is doing. This way the ride back home will be a much safer one.
- 3. Avoid random guys:** It is fun and exciting getting to know a stranger and get the spark going, but it only makes things worse when you're going to wake up the next morning possibly regretting something for the rest of your life. Besides, going on a drive with him is an absolute no-no. If you really like him and vice versa the most you can do is exchange phone numbers and

see if your heart skips a beat when you're both back to your normal state of mind.

- 4. Refrain from drinking more than you can handle:** If you don't drink too much, then two or three pegs is enough for the buzz. Drinking less is always better than throwing up or making a scene in front of people.
- 5. Let someone outside the party know where you're at:** I know most of you will not agree on this one, but inform your parents about the party. Let them know where you're going and who you'll be with. If that's



Photo credit - Mr Zaman

something you really cannot do then notify your siblings or a very close relative/friend who would know when to contact your guardian when necessary.

6. Drinking and driving: Most guys get an out of body feeling when they go driving after drinking. Speeding above 100kmph and skidding to your hearts content might be quite exciting but it's really dangerous. It might lead to serious road accidents and injuries. Make sure your brain is working clearly before you hit the steering.

7. Getting into an argument or a fight: Having a feeling of being invincible is quite natural, especially for guys. Henceforth, if there is a fight or argument going on anywhere you tend to jump into it. This is also quite unsafe in that state of mind since you might end up hurting someone seriously in a fit of rage. So keep yourself alarmed and be on the safe side. At the end of the day, if something dreadful happens you really can't blame it on the drinks.

8. Getting into crazy competitions: Competing with friends about who can take the maximum number of tequila shots or random pills is very intriguing but must be avoided. Over consumption of such pills, any sort of alcoholic drinks or joints can be very hazardous to health, even life threatening. Other sort of competitions which involves racing of any sort should also be desisted.

Finally, both party guys and girls keep ample amount of lemon, other citrus fruits and salt handy. These will reduce the intoxication to a great extent. Also do not forget to have a hot cup of coffee the next morning. Doesn't really matter if you've actually worked hard or not throughout the year, party hard!/tm

How to Pull Off Neon



Rakshinda Huq shares tips and tricks on how to brighten up your outlook

Avoid going all neon: Unless you want to get people blinded as soon as they see you, avoid going all neon. These ranges of shocking colours go best with solid colours like black or white. If you are planning on wearing a hot pink shirt then pair it with white or black jeans or vice versa. This gives the neon a good background and it wouldn't seem overdone.

Pick the correct shade: Electric green might seem a very hot colour but I am sure you don't want people twenty feet away to know that you are approaching. Since there are various shades available, opt for a calmer version.

Create a contrast: Sure marching has its own perks but why restrict yourself to a bunch of common colours when there is such a huge collection of neons available? If you're wearing a

black shirt then drape a purple scarf around it. You can also create your own throng of experiments by contrasting your accessories with your outfit. Mix and match the colours and bring on a new look everyday.

Balance your look: If you feel the shirt you're planning to wear is too bright for you then instead of just throwing it away, find out ways to draw down the shock. In such cases you could try smoky eyes and a light lipstick. Also keep your accessories simple; steer clear from flashy shoes and purses.

Know your occasion: Undoubtedly, neons look great if pulled off correctly. But ensure you know the event well. You can be a neon queen in a friend's house or at a BBQ party but don't even dare to wear it in an interview or at a funeral. You don't want people to think you're a freak!



Must Have Accessories:

Leggings: It is cheap, widely available and goes with almost everything. Wear it with long or short shirts, short dresses- anyway you like it. Not just that, it goes with almost any type of shoes- stiletto, boots or flats, you name it!

Shades: It's impossible to think day time without a pair of shades. This time put a bunch of neons in your list! Enjoy your endless beach and pool parties and carry a new look each day. Just pick the right colour and shape that flatters your face and you're good to go!

Nails: Neon nails, if done subtly, looks great. It goes with both bright and base coloured outfits and gives you a bolder look. Be confident and enjoy the neon you're in!



A Different Kind of Love



Rakshinda Huq finds out about Dima Nefarity, currently working as a senior news presenter in ATN Bangla

The 10 years of experience that Nefarity obtained in this profession did not only restrict to news broadcasting. Her love for the camera, brilliant oratory and the insatiable passion for work have driven this elocutionist to explore every nook and cranny

of the electronic media world. Here's more about her.

Achievements:

Her ever-growing list of achievements began when she was only five years old, for her

oratory on stage for which she received her first award from the poet Sufia Kamal. Throughout the years she nourished her budding talents through different cultural performances and later paired it with her education only to achieve excellence in her field of expertise. Her excellent

sense of journalism and sensible news presentation was acknowledged thrice through her awards as the best news presenter. Not only that, she has also broken the national barriers and presented news from UK in a Bangla TV channel.

Furthermore, her contribution off-screen has been tremendous. Since the past seven years, she is involved with Audio-Visual Production House and till date she has administered a number of advertisements, documentaries, events, PR consultations and various other plays. Her first TV direction took place in December, 2009, with BTV, on the occasion of Victory Day known as Jonmodin, which was written by the eminent writer, Syed Shamsul Huq and her last direction Tomar Jonne Upohar was aired during Eid 2010 in BTV, which was based on the translation of O' Henry's novel. That very year she also starred in a movie Suchona Rekhar Dike, which is yet to be released. Her latest achievement is her 4th album Shurjo Pronam, dedicated to Tagore on his 150th birth anniversary, which contains her recitation of a total of 12 Tagore poems. In addition, she has also edited a poetry book for the upcoming book fair. She emphasizes on the importance of proper knowledge in this sector and encourages more related courses to be introduced for the university students

pursuing media as their career. She was also the first individual to initiate and teach TV Presentation Course on an academic level. Finally, she believes that the feeling of joy itself that anyone receives after completing his/her tasks successfully is an achievement.

Challenges:

'Challenges were there at the beginning, and challenges are here still,' quoted Dima. When she started her career, the concept of satellite television was a new phenomenon and the not-so-perceiving Bangladeshi society did not accept it that easily. 'Coping with the criticisms were difficult,' she adds. She deems the media to be a place of constant struggle, where one has to deal with the ever-changing world through creativity and innovation.

Inspiration:

Dima is greatly inspired by her parents, Late AKM Anisur Rahman and Mrs Momtaj Shirine. 'I am what I am today only because of them. My parents used to tell me that work is a person's true beauty and that is his/her only true identity. I have instilled their ideologies into me as my own' says Dima. She

cannot be more thankful to her parents for recognizing her true vocations and wants to fulfill all those things her parents had hoped for her. This inspires her to work harder and better.

Dima is deeply inspired by her country too. She feels Bangladesh is very rich in culture; that there are no other countries where countless people readily sacrifice their lives for their nation or fight for the language movement. Besides, the existence of great people like Tagore, Nazrul, Lalon and Jasimuddin enlivens her to be more creative, every day.

Future Plans:

All Dima's current expectation from life revolves around her 'lover'-the camera, and she earnestly desires to keep this relationship intact throughout her life. She aims to deliver innovative quality work with each passing day keeping her patriotism, humanity, values and creative ideologies alive. ☐



A magical make-over

Magic Mirror, the makeover lounge for women, located at Tejgaon-Gulshan Link Road, may provide women with a dreamy experience. It is for those women who want to live a moment of the perfect fairy tale. Farzana Halim Hai, CEO of Magic Mirror, had always held the vision of doing something different. 'The long waiting hours at beauty salons can make becoming beautiful kind of tiring,' said Farzana. 'And hence, Magic Mirror, a beauty lounge where women can listen to music, have some refreshments and a great time while they are waiting for their service.' By Nusrat Jahan Pritom



Burberry Body Launched

A new perfume has hit the houses just recently and it's simply exotic. Launching of Burberry Body, top brand from Britain, was held recently on level one, Basundhara City Shopping Complex. Besides a host of top celebrities from different sectors of the society, media phenomena Sharmin Lucky and TV actress Moonmoon, attended the launching ceremony. Nusrat Jahan Pritom



Champs21.com launches Spelling Bee

On 16 January, 'The Daily Star Spelling Bee Powered by Horlicks' was launched by Bangladesh's first e-learning site, Champs21.com at The Daily Star Centre, Farmgate, Dhaka. Any students from class VI-X, from both Bangla and English medium schools, will be able to participate in the competition. Until then, participants can play the Spelling Bee game on Champs21.com's website. The competition will be broadcasted in Channel i, the official telecasting partner and is expected to become the largest reality TV show of Bangladesh. British Council is the knowledge partner for this event.

Silent Spaces

On 6th January, 2012, Bengal Gallery of Fine Arts organized the inauguration ceremony of Md. Tokon's solo painting exhibition, 'Silent Spaces'. The event was inaugurated by eminent artist Syed Jahangir and the director of the American Centre Miz Lauren. Trustee of the Liberation War Museum, Akku Chowdhury were also present. Furthermore, there were speeches from the artist Md. Tokon himself and the director of Bengal Gallery of Fine Arts, Shubir Chowdhury. There were a total of 45 pictures in the exhibition. Md. Tokon is a modernist and abstract artist. His paintings reflect his feelings for nature, human relationships, psychological journeys, social injustice, personal loss and inner vision.

Rakshinda Huq



Reading Images without words

On 15th January, 2012 Wakilur Rahman's solo painting exhibition 'Reading Images' was inaugurated at the Bengal Art Lounge, Gulshan. The chief guest at this event was the editor of Prothom Alo, Matiur Rahman. The exhibition had a total of 56 pictures and carried on till the 29th January, 2012. The paintings portray the relationship between language and images i.e. how a finite set of language and vocabulary can be transformed into the language of images. Wakilur Rahman is living in both Dhaka and Berlin, working as a freelance artist. By-Rakshinda Huq



Showcasing Lifestyle

On 23 January 2012, Standard Chartered Bangladesh, organized an exclusive event 'Showcasing Lifestyle' for the second time in a row. The event was co-sponsored by Asset Development & Holdings Limited, Amin Mohammad Foundation Limited & Navana Real Estate Limited; and partnered by Assurance Developments, Trust Alliance Technology Limited and Urban Design & Development Limited. Airtel will be the telecom partner of this event.



Beyoncé Becomes a Mother

Beyoncé finally has a name -- Ivy Blue Carter. Music royalty Beyoncé and Jay-Z welcomed the baby girl in a private wing of Lenox Hill Hospital, the E! network reported. Music mogul Russell Simmons also confirmed the arrival of the bundle of joy, tweeting 'congrats to my good friends Beyoncé and Jay-Z.' A very pregnant Beyoncé had checked into the upper East Side hospital under the name 'Ingrid Jackson,' a hospital staffer told the Daily News. Beyoncé and her hip-hop hubby, whose real name is Shawn Carter, rented out the hospital's entire fourth floor for \$1.3 million, the employee said. In an effort to keep images from leaking to the public, hospital workers placed tape over security cameras and are forcing employees to turn in cell phones when they arrive for their shifts.

Hrithik Roshan, Pooja Bedi Banned?

Ever since her eviction from Bigg Boss 5, Pooja Bedi has been accusing Salman Khan of favouring housemate Mahek Chahel. But there's a new twist in the drama. According to Bedi, she has been asked not to attend the finale despite being it a part of her contract. She tweeted: 'Have been informed by channel that I'm not to attend finale, despite it being mandatory in my contract! Wonder why! Any guesses? :) Have asked channel 2 state reason I cannot b there at finale to cheer my friends on! Also, till yesterday I was 2 do a medley! What changed?' That's not it. A Mumbai-based newspaper claimed that Salman refused to have Hrithik Roshan on his show, as the two fell out after Sallu made some unpleasant comments on Roshan's film *Gurzaarish*. Salman opted for Imran Khan instead.



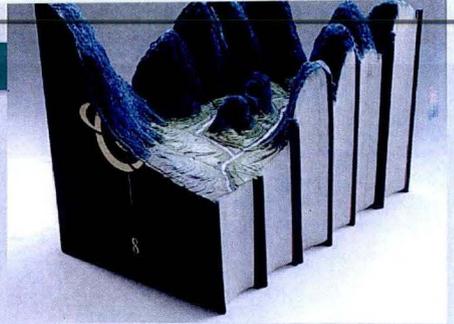
Tiger is Back!

Tiger Woods told the media that the last couple of months have been fun because he is finally feeling healthy again. He said: 'The lowest moments (last year) came from the fact that I wasn't healthy and couldn't put in the time on and off the course that I wanted and needed to, and that was frustrating...I was playing with pain and that isn't fun. The last couple of months have been really fun and that is mostly because I am feeling healthy again and building week on week.'



Sculptures Carved from Old Books

Contemporary American artist Guy Laramée has a talent for transforming the pages of thick books into beautiful natural landscapes and historical scenes. The skilled excavator, who is also an accomplished music composer, stage writer, director, and painter has created two series of carved books, titled *The Great Wall* and *Biblos*, that provide incredible detail of glaciers, mountains, and valleys. Laramée describes his passion for 3D sculptural works in his statement recently. 'So I carve landscapes out



of books and I paint Romantic landscapes. Mountains of disused knowledge return to what they really are: mountains. They erode a bit more and they become hills. Then they flatten and become fields where apparently nothing is happening. Piles of obsolete encyclopedias return to that which does not need to say anything, that which simply IS.

Chelsea Clinton's TV Career

Chelsea Clinton's much-trumpeted deal with NBC seems to be nearly done. Her contract is for only 90 days, and while she'll provide the network with two more stories, sources say it is not certain she'll immediately sign again. An NBC official said they hope Clinton will remain with them for a 'long time'. Clinton says 'she is very much enjoying her time there' but that discussions about whether to renew will begin closer to the end of her 90-day tenure.



Age Matters, Feels Kareena Kapoor!



Kareena Kapoor is very realistic about age. The actress decided to play the characters right in her new rom-com film with Imran Khan, *Ek Main Aur Ek Tu*. Kareena's character is slightly older than her soul-mate Imran Khan, and that's exactly how she insisted they should be. Says a newspaper, 'There was really no need for the age factor to be brought in because Imran and Kareena look perfectly matched on screen. But since Kareena

started her career long before Imran and since he insists on talking about what a crush he had on her from his adolescence, both Kareena and her producer Karan Johar felt it was better to set the age factor in perspective in the plot.' Imran's spokesperson confirms, 'Yes, Kareena plays a two-year older character. It's just a fleeting mention in the script.'

UK PM Not a Fan of Thatcher Movie

British Prime Minister David Cameron has called into question the timing of the release of *The Iron Lady*, the movie depicting the life of one of his predecessors, Margaret Thatcher. The BBC says that despite Cameron applauding Meryl Streep's performance as the former Conservative leader, he appeared baffled as to why the movie was released now, telling one of the broadcaster's radio stations: 'It is a film much more about ageing and elements of dementia rather than about an amazing prime minister. My sense was a great piece of acting, a staggering piece of acting, but a film I wish they could have made another day.' Though it contains flashbacks to her rule, the film is largely set in the present, showing an aging Thatcher struggling with mental issues. However, Cameron is not the only person to have criticized the film with left-leaning reviewers having some harsh words.



Compiled by: Rakshinda Hua

Photos - Internet



Stay Gorgeous *All Day Long*

Who doesn't want to be gorgeous? And the core ingredient to be gorgeous includes having healthy, beautiful and shiny hair. However, due to the daily burden of everyday

work it becomes very hard to take proper care of our hair. Henceforth, the lack of care makes the hair lose its shine and become dull over time. As a result, despite the yearning to be gorgeous, the desire

remains unfulfilled. Now create a difference by bringing a change into your routine! You'll be amazed to see how easily you can get the perfect hair! Slight modification of routine, which

includes a wee bit of time for hair care will make having that long, black hair so attainable. Just spend one hour of your entire day for hair care and see for yourself how everyone casts their glances at you. It is guaranteed that nobody can take their eyes off your flowing and ever-so-dazzling hair!

The reason for 85% of hairfall is due to a protein known as keratin. Other than that, the constant weather change leading to humidity, melanin pigment and unnecessary iron are also causes of hair loss. In order to get rid of all these, the hair requires regular nutrition.

Hair oil is a very crucial ingredient to prevent hair fall. It's like the genie in a bottle when it comes to fixing hair damage issues. When dust and pollution takes the life out of your hair and makes your hair rough, withered and dull that's when hair oil jumps into action. It penetrates deep into the roots and brings it all back.

Sounds unbelievable? Just take a chance and allow thyself to see it yourself! Pour two spoons of oil in a glass bowl and then place that bowl on a container filled with hot water. Leave it there for around ten minutes. When the bowl containing the oil gets a bit warmer, then it's ready to be taken out. After that, put the tip of your finger inside the

bowl and cover it with lukewarm oil. Massage the scalp in a circular motion. Once you're done experiencing the heavenly feeling of massaging your hair, leave the oil in your hair for one hour and then wash it off properly with your favourite shampoo. You'll be amazed to find that the lost shine is restored into your hair. Oil basically works as a conditioner and its also beneficial to shoo away undesired dandruff. In addition, it nourishes every root of the hair, sustains the shine; and the Vitamin C I makes the quality of hair richer.

Now you might wonder why you should choose to use Parachute Advanced when there are other coconut oils available. That's because other than having all the qualities that a regular coconut oil ought to have, Parachute Advanced has many other extraordinary features. Firstly, it has hibiscus essence in it. This makes the hair thicker and blacker. Besides that, the lemon drops crept inside removes the

dandruff and keeps the scalp clean; amla on the other hand makes the root stronger and finally henna makes the hair as smooth as silk. Use it for three days a week and find your hair to be unimpaired and lustrous. You cannot keep your hands away from the hair. Just remember to stay gorgeous throughout the day. So, what are you still waiting for?



Who Says Women Can't!

Rakshinda Huq finds out about few women who have excelled in those sectors, in which, myth persists that women cant

The Aviator

Vicki Van Meter, the American aviatrix set a new record in the world of aviation. Not only was she the first woman to fly across the continental United States of America from east to west, she was only eleven years of age during that flight. On September 20, 1993, Van Meter made her way into news while she flew from Augusta, Maine to San Diego, California in a Cessna 172. A year later, she flew over the Atlantic Ocean to



Scotland.

For her yet unbeatable achievement she appeared on The Tonight Show with Jay Leno and visited the White House. She was also featured with thirty six other female pilots in the travelling exhibit Women and Flight — Portrait of Contemporary Women Pilots, based on a book by Carolyn Russo.

The Sci-Fi Writer



Ursula Kroeber Le Guin writes novels, short stories, essays, fairy tales, children's books and science fiction. She has achieved endless recognition and awards for her writings which mostly revolve around Taoism, anarchism, ethnography, feminism, queer theory and other psychological and sociological aspects. She won Boston Globe-Horn Book Award for her novel 'A Wizard of Earthsea' (1967). She has received five Hugo awards and six Nebula awards for her excellent piece of science fiction stories of which 'The Left Hand of Darkness' is considered epoch-making in this field. She has received Science Fiction and

Fantasy Writers of America Grand Master Award in 2003. She was also the Professional Guest of Honour at the 1975 World Science Fiction Convention in Melbourne, Australia among others.

The Doctor

Dr. Hsien Hsien Lee is a Director, Medical Communications, at Ogilvy Health in Singapore and also proprietor of the blog Eye on DNA. A PhD graduate in the field of Epidemiology from Johns Hopkins University Bloomberg School of Public Health with a BA in Human Biology on disease and prevention from Stanford University, she has been blogging about health and science since 2005. She believes that DNA is our present, has been in the past and shall be in the future. She is the editor of the b5media Science and Health Channel. She is also the founding author of GeneticsAndHealth.com, AHeartyLife.com, and PlayLibrary.com. ☐



Too Hot to Handle!



Want to pull off sexy? **Rakshinda Huq** has a few suggestions

heavier then opt for a small necklace and pair it with a top. Or you can also choose to wear just a pair of chandelier earrings. Keep it simple and do not go overboard with your diamond collection. Make sure you are the center of attention rather than your jewellery!

The Make-up:

Smoky Eyes: Allow your eyes to flaunt all that sexiness in you with the smoky look. But be sure not to make it so dark that it seems like dark circles! Before smudging the black shadow apply a dark brown or navy blue shade underneath. Keep the rest of the makeup simple and natural.

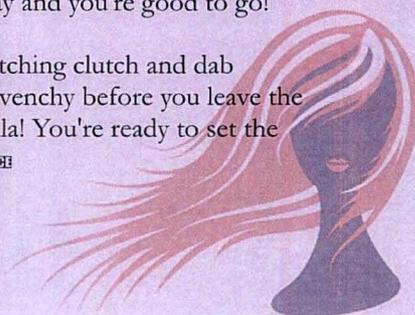
The Shoes:

Stilettos: There is almost no way you can think sexy without thinking stilettos. These ever-so-enticing pair of high heels make your legs look longer and give you the curves that you have always longed for. Turns out Marilyn Monroe was right after all when she said 'I don't know who invented high heels, but all women owe him a lot'.

The Hairstyle:

Spirals: It's true that silky straight hair has been innocently sexy for a long period of time, but this time go for a naughtier, messier look. All you need is a curling iron and a hair spray and you're good to go!

Just grab a matching clutch and dab Irresistible, Givenchy before you leave the house; and voila! You're ready to set the party on fire! 



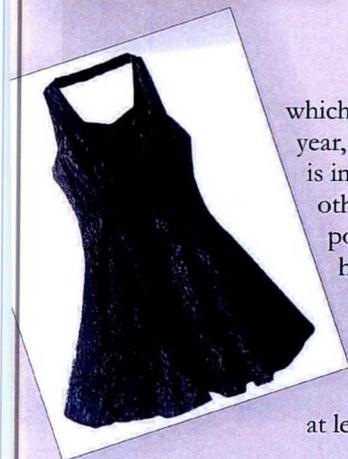
Model: Emi



The Attire:

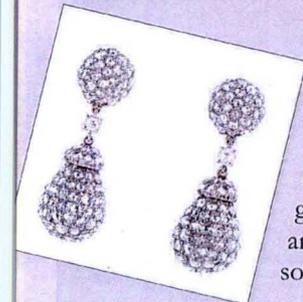
Little Black Dress: No matter which party, at whatever time of the year, the little black dress is timeless. It is impossible to be this chic in any other fashion piece. It's not just the power of black that oozes out hotness from every angle but you can also choose it according to your favourite design and style.

Whether it's backless or designed in lace or frills, you ought to own at least one of these!



The Jewellery:

Diamonds: Face it, there's no other jewellery that compares to diamonds. A small pendant and matching set of earrings will sparkle the night away giving you a more elegant, sophisticated and sexy look. If you plan on wearing something





Responsibility or Choice?

Rakshinda Huq meets Debashis Roy and finds out about the Corporate Social Responsibility practices at Grameenphone

Debashis Roy has been associated with the telecom industry of Bangladesh for almost a decade now. His experience in different fields has helped achieve professional success in his career. Currently, he is working as the Head of the Corporate Responsibility (CSR) department at Grameenphone Ltd and takes pride in being able to do

something for the community while serving his company at the same time.

What are the responsibilities of a CSR department and how does it operate in GP?

The concept of CSR has been around for quite a long time now. It started off as a philanthropic system, slowly it

emerged as an important growing phenomenon within the corporate world. At Grameenphone, instead of just going by the conventional route, we thought of adopting a much broader CSR approach. We decided to do something which is more long-term and sustainable for the society. In an attempt to make educational and health services

more accessible, we also recently launched Bangladesh's first online classroom and tele-dermatology project respectively.

On the other hand, we have partnered with Jaago Foundation to launch 'Online Classroom' to spread the power of knowledge and education amongst the young students.

Thus, in short, at Grameenphone our primary CSR motive is to develop and establish new long-term projects which are sustainable.

What is your opinion on the role of the government with regards to CSR?

The government is reasonably promoting CSR time and again while NBR is rebating taxes for investing in social causes. CSR is a growing phenomenon and its impacts have to be assessed really carefully because we are dealing with the society here. Assessing the impacts from CSR is not only lengthy but also extremely complex. I believe that in order to effectively implement CSR initiatives, the government can develop separate tools for assessing and monitoring the impacts from all the CSR activities, if they want.

As per your presumption, what are the national infrastructural requirements for good CSR practices?

I believe a comprehensive CSR policy should be developed and implemented to ensure effectiveness of CSR initiatives and practices. Moreover, I think it would be a great step towards

development if all the corporations of Bangladesh can form a CSR consortium, and work towards solving several problems our society endures together. I strongly believe if both the government and the private corporations work together in handling the tasks we can ensure a better future for our nation.

According to you, what can be the contribution of the youth of Bangladesh towards CSR?

Youth is a great changing force for any country, they challenge status quo. We need to inspire our youth to step forward so that they are able to take the nation to another height through their innovative intervention in the community work and different social campaigns.

Moreover, the younger generation of Bangladesh has shown a lot of keenness towards the different social development issues. The only problem is that they do not have the right platform to showcase this enthusiasm. Given the proper opportunity, I strongly believe the youth leadership can drive these practices a long way. Hence, I believe we should give these young minds a chance and opportunity to exhibit their talents and make a difference in the society.

In this field what have been your biggest achievements yet and what suggestions do you have for the young professionals who want to join?

I feel quite fortunate that I

have had the opportunity to be a part of several significant CSR projects. Till date, we have won International and National awards for our CSR projects. Information Boat (Tohyo Tori) has earned huge acclaim both locally and globally. It has been awarded with the prestigious Manthan Award and the ICT for Development award by the ICT Ministry.

As I mentioned before, CSR is a growing phenomenon globally. And I am sure in a matter of time, it will develop into a crucial field in the business world. Therefore, I would encourage young professionals to enter this field so that they can put their talented minds to use and develop quality CSR practices that will help change and develop the nation. ■

Youth is a great changing force for any country, they challenge status quo. We need to inspire our youth to step forward so that they are able to take the nation to another height through their innovative intervention in the community work and different social campaigns.



Classical Songs Festival by Bengal-ITC SRA

Bengal Foundation in association with Calcutta ITC Music Research Academy organized 'Bengal ITC SRA Classical Songs Festival', a two-day programme on 12-13 February at the main auditorium of the Bangladesh National Museum. India's prominent and respected classical musicians Vidushi Girija Devi along with Pandit Ulhas Kashalkar, Padmashree, Padmabhushan, and many other renowned classical singers performed during the programme.

5 Dreams of the Land Brought into Pictures

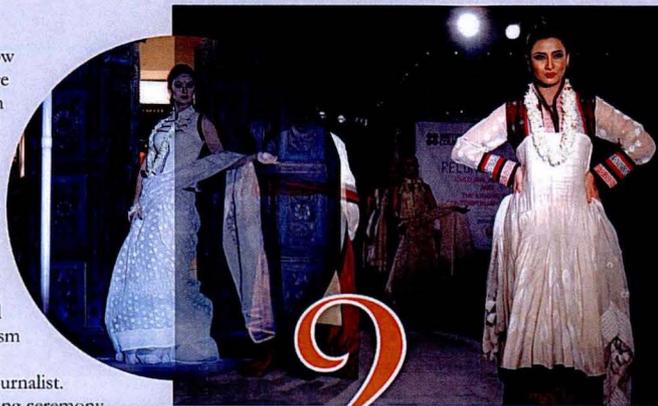
Bengal Art Lounge held an exhibition 'Dreams of the Land' by the prominent Japanese artist Noriko Yanagisawa on 2 February. The expo went on till 12th February. The techniques and styles used in her paintings were simple, yet sophisticated. It also had a sense of sensual and emotive aspects to it. Through her paintings, she not only disclosed her thorough training in this medium, but also revealed elements of sufferings and 'physical pain'. The exhibition was inaugurated by Bangladesh Foreign Secretary Mr. Mizarul Kayes. Ambassador Mr. Shiro Sadoshima was also present as a chief guest. There was a total of 36 paintings in the exhibition.

-By Rakshinda Huq



Collaborative Fashion Show

British Council arranged a fashion show titled Reconstruction: Cultural Heritage and Making of Contemporary Fashion from 28th January to 11th February, 2012. The inauguration ceremony was held in Bangladesh National Museum, where works of seven UK based designers (Vivienne Westwood, Paul Smith, Hussein Chalayan, etc) and three deshi designers, Ruby Ghuznavi, Manjulika Chakma, and Emdad Hoque displayed their designs. Next, a fashion journalism workshop was held from Feb 4-5th by Rachael Oku, a fashion blogger and journalist. On 11th February, which was the closing ceremony, the three deshi designers displayed their designs one more time at British Council, accompanied by breathtaking live music.



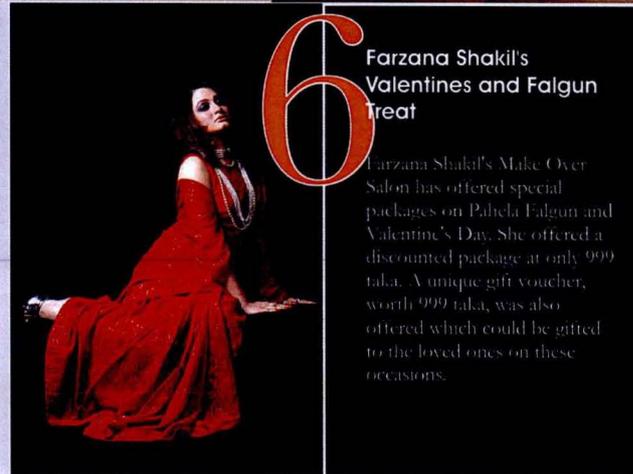
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HSBC Launches Young Entrepreneur Challenge 2012

The Hongkong and Shanghai Banking Corporation (HSBC) Limited in Bangladesh has launched the Young Entrepreneur Challenge (YEC) 2012 - a business plan competition for undergraduate students. The competition starts with teams (each comprising two to four members) submitting their business plans at the YEC website (www.asiayechallenge.com/bd) by 7 March. Five best teams will present their plans to a panel of experts at the Bangladesh Finale. Three best teams at this level stand to win prize money of 75,000 taka, 45,000 taka and 35,000 taka respectively. The

champion team from Bangladesh will compete at the regional Grand Finale in June 2012. The Grand Finale of YEC 2012 will be marked by the participation of champion teams from Hong Kong, Malaysia, Thailand, Shanghai (China), the Philippines, Brunei and Bangladesh.



6 Farzana Shakil's Valentines and Falgun Treat

Farzana Shakil's Make Over Salon has offered special packages on Pchela Falgun and Valentine's Day. She offered a discounted package at only 999 taka. A unique gift voucher, worth 999 taka, was also offered which could be gifted to the loved ones on these occasions.



Fashion Innovation for Generation

Fashion and Beauty Summit, although on small scale, will introduce for the very first time in Bangladesh a forum dedicated to the fashion community in the country on 17 March. This event is especially designed for the fashion designers, fashion entrepreneurs, fashion enthusiasts, models, women entrepreneurs, students and all beauty lovers. It aims not just to hold an event, rather to create a rendezvous of renowned designers, fashion speakers, fashion markets and signature brands regarding topics such as strategic information, case studies and the latest trends. It also endeavours to build a platform for the stylish photographers and makeover artists.

After the event, there will be a panel for discussion where professionals from fields of fashion, beauty and media are welcome to participate. Registration for participation can be done at info.dms.bd@gmail.com.

Students are especially encouraged to register, that too with a discounted price. Go Brand and Arrival Marketing Communications will jointly organize the event where ICE Today will be the media partner.

-By Rakshinda Huq

4

Rong introduces Shroddha

Rong has started its new journey to fulfill the dreams of all Bangladeshis. And this time, the medium it is using is Shroddha. Through Shroddha, Rong plans to bring a smile on every respected dear one's face. In this particular outlet of Rong's, besides comfortable clothing items for both men and women, a variety of gift items are also available which can be presented on the many occasions and festivals that take place throughout the year.



'Happy Surprise' by Lip Ice

The reputed Japanese company Lip Ice had a lot to offer to its customers on January 28 at Smoke Lounge, Banani when they gave out prizes to fifteen lucky winners out of twenty thousand for its facebook fan page competition. Lip Ice is a world famous lip care balm. This is the number one lip care product in Japan. Currently it is available in Bangladesh in four flavours: Strawberry, Blueberry, Orange and Lemon. Apart from them, Sheercolor is also available that gives one's lip a light pink shade and can be used round the year. Their slogan is 'Happy Surprise' and they want to keep people happy with their surprises. The brand was marketed by ROHTO-Mentholatum Ltd. There was also a musical performance by few artists and bands after the prize giving ceremony.

- By Nusrat Jahan Pritom

Chittagong Artists Emerge 'From the Karnaphuli'

Bengal Gallery of Fine Arts, in association with the Italian Embassy in Dhaka, organized a painting exhibition of artists living in Chittagong titled 'From the Karnaphuli' on 27 January at Bengal Art Lounge in Dhaka's Gulshan. The three-day expo brought in light a total of fifty-two paintings of twenty-seven artists. The themes and techniques used by each different artist varied and each one played a different role in shaping up modern art in Bangladesh. These paintings contrast the flat plains of the country with the hilly terrains, the long, blue stretched sea, multiple ethnicities, political consciousness and their sincerity to the thriving port city. Through these features, they present themselves in a sort of special orientation in

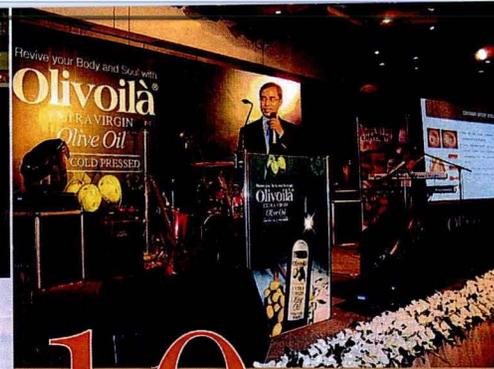
terms of art. Finance Minister AMA Muhith inaugurated the exhibition. Italian Ambassador Georgio Guillelmino, Director-General of Bengal Foundation Luvu Nahid Chowdhury and the representative of Shantaran Art Organization, an artist herself, Tanjil Tushii also spoke at the opening ceremony.

- By Rakshinda Huq

Olivoila Revives the Body and Soul

With the slogan of 'reviving the body and soul', Bangladesh Edible Oil Limited organized a programme to give the distinguished participants an Olivoila brand experience at Radisson Blu on 4 February. The event was inaugurated by Mr. Lee Peng Kwang, General Manager of Bangladesh Edible Oil Limited. Later Mr. Solaiman, the anchor, made the event a lively one. Every element of the event was prudently chosen including a commercial to keep the audience hooked. Dr. A.K.M. Monowarul Islam, MBBS, FCPS (Medicine), MD (Card) also shared his thoughts and suggestions on how to live a healthier life. The night concluded with a speech by Mr. Shoeb Md. Asaduzzaman, Head of Sales and Marketing, Bangladesh Edible Oil when he said: 'Olivoila belongs to the best quality olive oil that is Extra Virgin olive oil. Olivoila Extra Virgin Olive oil has three unique quality factors - olivoila is 24-hour cold pressed to deliver the best quality olive oil.'

- By Rakshinda Huq



Olivoila comes from carefully selected olives of south Italy, Olivoila is purely extra virgin in quality and olivoila is 24-hour cold pressed to deliver the best quality olive oil.'

A Show Like Never Before!

Style Guru, after its first month of being on air is quite the craze among Bangladeshi TV audience. Till now the episodes that went on air, the contestants have been through fire and hell; most of whom are students of fashion design. Anchored by Sharlin the show starts off with briefing the contestants at the Lancer Lounge and in every episode, a very interesting format of choosing the day's team in exercised. The show's title sponsor is Rangs Ltd and the show is powered by Raffles Institute of Higher Education and PURPLE. The make-up Partners are Magic Mirror team led by Farzana Halim Hai, and on some episodes Taiseer Ata of Prive as well.



Chef Hunting Event Ends

The first chef-hunting event by Malaysian Palm Oil, 'Shera Chef 2011 Bangladesh' has ended on 11 February at Dhaka Westin Hotel. This is one of the biggest reality shows telecast on Channel i organized by celebrity chef Keka Ferdousi. Executive Chef, Tony Khan of Westin and ATM Ahmed Hossain, Executive Chef of Hotel Ocean Paradise, Cox's Bazaar were among the judges. Marziana from Barishal won the champion trophy while the first runner up was Pushpita from Rajshahi and second runner up was Tania from Khulna. This chef hunt started in September last year in Rangpur. Then it spread to seven destinations and finally found the winners. The organizers have set out to establish cooking as a profession and have successfully done so.

- By Nafiz Islam

12





Fashion and Beauty Brought Alive



The long awaited Fashion and Beauty Summit 2012- a fashion innovation, organized by Arrival Go Brand finally took place at Brac Inn Center Mohakhali on 17 March, bringing huge success along with it. Such an event took place for the first time in Bangladesh and it was indeed a unique rendezvous that connected the leading minds and thoughts from different fashion arenas through a forum that discussed previous

and current fashion trends in the country along with innovative ideas for further scope. There was however a slight misconception that this event was only designed for the fashion designers whereas it was designed for the fashion industry as a whole- starting from fashion entrepreneurs, to fashion enthusiasts, business personals, next generation designers, beauticians, students and media agencies who are looking to understand the

strategic impacts, trends, ideas and the latest fashion market. It also aimed to look deeper into other boutiques, apparels, main stream fashion products, designer lines, brands even fashion accessories and other related issues.

The main focus of this initiative was to create a platform to share knowledge and exchange views on the best practices, industry trends, visions of fashion related businesses, strategic issues,

fashion marketing and trends of Bangladesh fashion market on how to develop them both locally and internationally emphasizing especially on expanding the local brands. In this summit Terence Tan, College Director of Raffles Institute of Higher Education; Farah Anjum Bari, Managing Director of Fashion Institute of Designing Ltd; Dr. Jahanara Khan, Consultant of Laser Medical Center; Lorena Mariscal Pagola, Raffles Institute of Higher Education; Shaibal Shaha, Design Consultant; Najib Tareque, Artist and Design Consultant of Bangal and Manuel Vertiz Khan also from Raffles Institute of Higher Education all presented their ideas on different areas regarding this sector. These speeches comprised of issues related to this industry. One such presentation focused on the social and cultural dimensions of fashion and how globalization plays an important role in setting up local trends. They discussed what fashion was once like and what it has become now. Through different eras and generations, fashion has constantly changed as has the purpose behind it. Through concepts like fashion revolution, the effect and reasoning behind colour combination and coordination etc were brought into light by the experts. Other topics revolved around merging style with the environment and making sustainable and eco-friendly clothes. Beauty and physical appearance was also a key concept that was emphasized on and along with it the importance of proper diet and skin care was also

mentioned. Further speeches revolved around export marketing, T-shirts in Bangladesh and politics associated with it and how consumers respond to various multi-cultural trends.

In between the speaking sessions there were live fashion queues. Mumu Maria, Ittadi and Ena la mode presented their exclusive set of apparels in addition with other Boishakhi collections, latest fashion styles and trendy accessories. As the models walked, in addition to groovy music in the background, the crowd enjoyed the mini show and took several snapshots.

The Fashion and Beauty Summit concluded with a panel discussion with the presence of Kaniz Almas Khan, Beauty Expert & Fashion Editor; Terence Tan, Director of Raffles Institute of Higher Education; Nayar Amin, Model, and entrepreneur, Azzarra; Mohammad A. Momen, Director of Pride Group; Shekhar Chandra Shaha, Design Advisor Aarong; Mahcen Khan, Fashion

Designer, Mayasir; Sohana Rouf, Chowdhury, MD, Sash LTD, Director RANGS Motors and Gitanjali; Emdad Hoque, Founder of Fashion, Director, Banglar Mela; Anica Osman, entrepreneur, Ena la mode; fashion writers Sk Saifur Rahman and Syeda Samara Mortada and finally Aftab Mahmud Khurshid, Brand Marketing Strategist and the host of the event. This discussion was undoubtedly much needed as these fashion issues were never considered previously. The panel dug out the possible limitations and problems in this field, of which the major one is that the fashion industry is becoming stagnant due to lack of technological advancement. Besides that, there isn't much opportunity for students to flourish in this sector since there is no chance of exploring newer prospects other than the ones offered by Charukola and other conventional institutes. These experts gave their opinion and suggestions and created an outline to the doorway that leads to a brighter future and broader prospect for people in this direction.

By- Rakshinda Huq





Shuvaprasanna Reveals the Anarchy and Blue

By-Rakshinda Huq

Bengal Art Lounge, in collaboration with Akar Prakar Gallery, Kolkata hosted a ten -day solo painting exhibition of the eminent Indian artist Shuvaprasanna. Through the exhibition 'Anarchy and the Blue' as Shuvaprasanna, the multifaceted artist named it, he expressed his imaginative platforms through owls, crows, sea-gulls and animals. His artwork is not only poetic and diverse but it also invokes a similar feeling in the viewers as well. His strokes are powerful and profound. The anguish and agony felt by men are clearly portrayed through his his unique and distinctive strokes, his poetic expression and creative visualization.

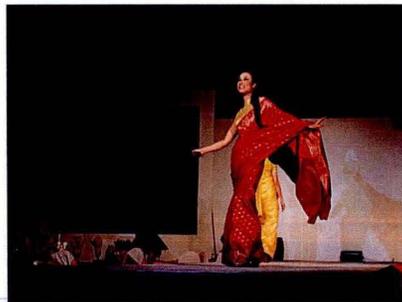
The exhibition was inaugurated by Foreign Minister, Dr. Dipu Moni. Honorable artist Qayyum Chowdhury was present as the chief guest. Professor Anisuzzaman, Reena Lath, Director of Akar Prakar Gallery in Kolkata; Abul Khair, President, Bengal Foundation, Luva Nahid Chowdhury, Director General of Bengal Foundation; Subir Chowdhury, Director, Bengal Gallery of Fine Arts also spoke in the occasion.

Big Babol Triply Launched

Perfetti Van Melle (PVM) Bangladesh Pvt Ltd has announced a new innovation - Big Babol Triply, a three layered bubble gum product. The product has three distinct layers – two layers of bubble gum on both sides sandwiching a chewy, candy-like layer in the middle, with the unique flavour combination of watermelon and green apple.

The product is being launched simultaneously in India and Bangladesh. When asked about it, Mr Stefano Pelle, Chairman of PVM Bangladesh and Vice President and COO of the group's regional business unit, said 'Three layer gums are the most exciting developments in the world of gums and we are delighted to be introducing Triply'.

The four different 'Save the Children' organizations that have been working independently have united this year. It is suggested that there would be an impetus achieved and the synergy will bring about a positive change. The formal launching as ONE Save the Children took place on March 10 in Bangabandhu International Conference Centre. Dr Gwher Rizvi, Honourable Advisor of International Affairs to the Prime Minister was present on the occasion as the Chief Guest while Dr Shirin Sharmin Choudhury, Honourable State Minister, Ministry of Women and Children Affairs was the Special guest. Working in 119 countries around the world, Save the Children Australia, Denmark, UK and USA have been working since the early 70's.



A Grand Show

By- Rakshinda Huq

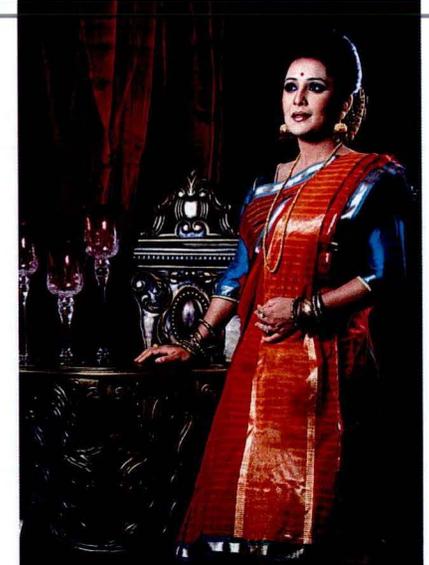
In celebration of Bangladesh's 40th birthday, Tootli Rahman organized a fashion show on March 23 named 'Celebrating 40 years of Bangladesh'. The concept and choreography of this event was done by Tootli Rahman herself. TS Events did the event management and Dr. Mahbubur Rahman Chowdhury was the narrator. A play was also organized as part of this event, done by Nishat and the music was by DJ Mishu. The dancers who performed were Labonno along with Warda with her team. Clippings from different videos were also shown which was composed by Aref. Kaniz Almas did the make-up and hair do for the event while Pony coordinated the whole program successfully.



KFC food connoisseurs have the chance to buy one Krushers, and pick up another one entirely free of cost. This offer is valid for Chocolash and strawberry smoothie only. 'March is the most celebrated month for any Bangladeshi. It's the month when we celebrate the freedom of spirit. So, we took this opportunity and let our customers celebrate the freedom of taste as well. And there's no better way to indulge your taste-buds than with a Krusher – which isn't just about the great taste and a cool drink – it's about the experience. Gulp it, crunch it, crush it, grind it, chomp it - it's your call. But I can guarantee that it will be an experience like never before' said Mr. Akku Chowdhury, Managing Director, Transcom Foods Ltd.

Flag-off Ceremony for Wasfia Nazreen

Bangladeshi female mountaineer Wasfia Nazreen, pursuing Bangladesh on 7 Summits Campaign, announced her bid to climb the world's highest mountain, Mt. Everest, at a Press Conference organized by Nepal Tourism Board on 25th March in Kathmandu. Sharad Pradhan of Nepal Tourism Board and Shaile Basnet of the Everest Women 7 Summits Eco-Action spoke in support of Wasfia's bid. Mashrur Arefin, DMD of City Bank, which is Wasfia's lead sponsor for the Everest expedition spoke at the event, while Sree Kartha and Sadeka Chowdhury represented Reneta and Kazi Farms – the two co-sponsors. Also present were Akku Chowdhury, Trustee of the Liberation War Museum, Raja Devasish Roy, chief of Chakma people and a member of the UNPFII. Wasfia has already conquered Mt. Kilimanjaro, the highest peak of African continent and Aconcagua, the highest peak of South American Andes mountains.



Colours Calling

Eminent fashion house Rang arranged a boutique exhibition, which was inaugurated by renowned painter Sukumer Pal. The March 31- April 14 exhibition displays designer clothes and accessories inspired by the works of the eponymous painter who is famous for his Sara Chitra, a form of painting on clay lids. Rang started its journey 17 years ago with an aim to treasure the beauty of moments where a dress is a canvas and the designer depicts his or her insight with various colors. This year's collection reflects the same. Pohela Boishakh, which is an inevitable festivity in the lives of millions of Bengalis come with amenities like festivity, folk art, cultural extravaganza and everything colourful. Rang's endeavour to portray the burlesque is evident in their collection.



Liar, Liar Skirts On Fire!

Common myth suggests that men reign in the territory of deceit and treachery. But 21st century women have succeeded in keeping up with their male counterparts in this arena as well. Rakshinda Huq points out to a few common lies women tell men.

1 'I have never looked at other men':

Face it, whether in a relationship or not, women constantly check out other men, in some cases also making subtle eye contact while trying to get their attention. Although it doesn't really mean that she's cheating or that she prefers other men, the fact that she does not notice a good looking man go by her is a big, fat lie.

2 'It doesn't bother me when you look at women':

All women feel they are very open-minded and secure about their relationship. But no matter how much confidence they have in themselves every woman gets conscious when other beautiful women hover around their partner. Hence, every time she says this she actually means 'what does she have that I don't!'

3 'Sure, go ahead and have a guys night!':

Unfortunate but true, most plans that girls make whether on a specific occasion or even a night out generally involves their partner in some way or the other. But if he's planning a night out with the boys, she might give a thumbs up but she will keep wondering what he's doing every millisecond and also make it a point to call him every fifteen minutes.

4 'I don't care how much I weigh':

Undoubtedly all girls are bothered about their weight to some extent. Either they strive to be a little more thinner despite being quite slim or they long for those perfect curves. So the next time a girl coats herself in denial try a lie detector on her and see the results for yourself!

5 'I wouldn't change a thing about you':

All girls claim to love their partners for who they are. However, things gradually take a toll and the once loved uniqueness slowly feels like a bad habit. Although usually, through a series of teary eyed days and wild emotive dialogues, ladies do manage to get their way and transform their men into who she really wants him to be.

Testimonials from men:

1. 'I didn't get your message. Something must have been wrong with the network':
Every time my girlfriend is out partying or with friends, she's completely out of touch. Neither does she text/ call, nor does she reply to mine. Hours later when she's finally free, inevitably her reply is: "Damn, the network!" Either she thinks I'm too dumb, or she's too clever.
24, Employed

2. 'You're the only one I have ever "loved"':
My previous girlfriend would often compare me to her ex boyfriend and say how I always made her feel special while he had failed to do so. Months ago she broke up with me and got back with him. I couldn't help but wonder what could've possibly happened that all of a sudden he became the hero and I became the bad guy!
19, Student

3. 'I'm not ready for a relationship right now':
I used to talk to this girl every night. She used to tell me everything about her friends, family, her daily activities and why it didn't work out with her ex-boyfriend. We'd even hang out sometimes. After a month or so when I asked her out assuming she would agree, she couldn't be more indifferent and imprudently said that she likes me and doesn't want to stop seeing me but she's just not ready to make things official. It didn't take me a second to realize that I wasn't the only victim in the little game she was playing brilliantly.
26, Employed

4. 'We do not share everything with our girlfriends':
Guys usually get blamed for sharing every little detail with their friends but I couldn't be more surprised when one day I accompanied my girlfriend on a luncheon with her girls. They totally forgot I was around and went on blabbering about anything and everything including the colour of their boyfriends' boxers. I was so embarrassed I couldn't wait to leave.

Wear It Your Way!

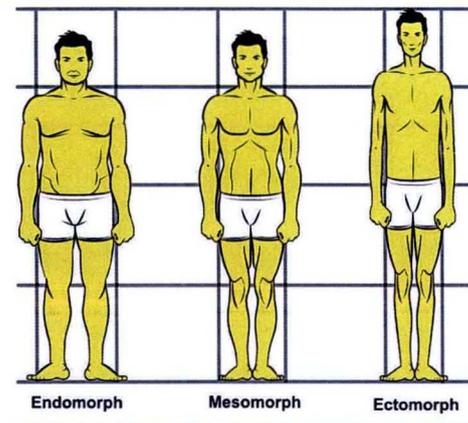
Not sure what apparels suit your body structure? Rakshinda Huq shares few tips and tricks

For the heavier hunks:

- Avoid horizontal patterns:** If you have a broad shoulder then vertical patterns around your chest will only make it seem wider. For similar reasons also avoid wide necklines. Try going for the classic V or opt for collars.
- Even your pants play an important role:** Just because your shoulder is broad does not mean that you can totally neglect the trousers. Choose jeans and slacks that have a flat front. Go for boot-cuts. Best part about them is that they never go out of fashion. You could also try the straight-cut ones. Refrain from wearing too skinny or baggy pants. Wear trousers that fit you best and you're good to go.
- Befriend dark colours:** Darker shades always work if you want to conceal any part of your body. It minimizes the outstretched outlook, making it look toned. On the contrary, lighter colours emphasize it more; so exclude them from your wardrobe.
- Accessorize it right:** It is always good to draw attention away from imperfect areas with your accessories. But do remember not to go overboard with them. Keep away from bling-bling jewellery especially from wearing too many gold chains at once. Rather go for interesting ones such as chunky shoes or broad-patterned ties.
- Straight up:** Your structure and the way you flaunt it does not only depend on your clothes but on your posture and personality too. Keep your shoulders straight and make your confidence a companion. Keep your head up, shoulders back and go for it!

For the lean dudes:

- Say goodbye to slim-fits and oversized garments:** Lose clothes that are either too fitting or too loose. Tight ones will only reveal your body more and loose ones will make it seem like you're trying to swim in your clothes.
- Choose bulky fabric:** Thicker fabrics will create an illusion of few additional pounds giving you a fuller look. Whenever the weather and occasion allows it, wear more layered clothes. This will make you look bigger and stylish at the same time.
- Honour the horizontals:** While vertical patterns make you look lightweight, horizontals will enhance your features to give you a sturdy look. Welcome more horizontals in your life and stop worrying about being too skinny!
- Pay attention to details:** Even the most negligent form of detail can add to your outlook. Wear appropriate lengths of shirts and jackets. A short jacket will underline your skinny waist, arms and legs whilst the longer ones will only make you seem like a stick covered in a blanket. Choose collars and sleeves that will give you a more even shape.
- Make your tailor your best friend:** It's hard to find clothes that fit skinny men. So make your tailor your dearest buddy and entice him to pay full attention while he's working on your clothes. Do not forget to tell him to put small shoulder pads. Large ones will make you look out of proportion.



For the tall gentlemen:

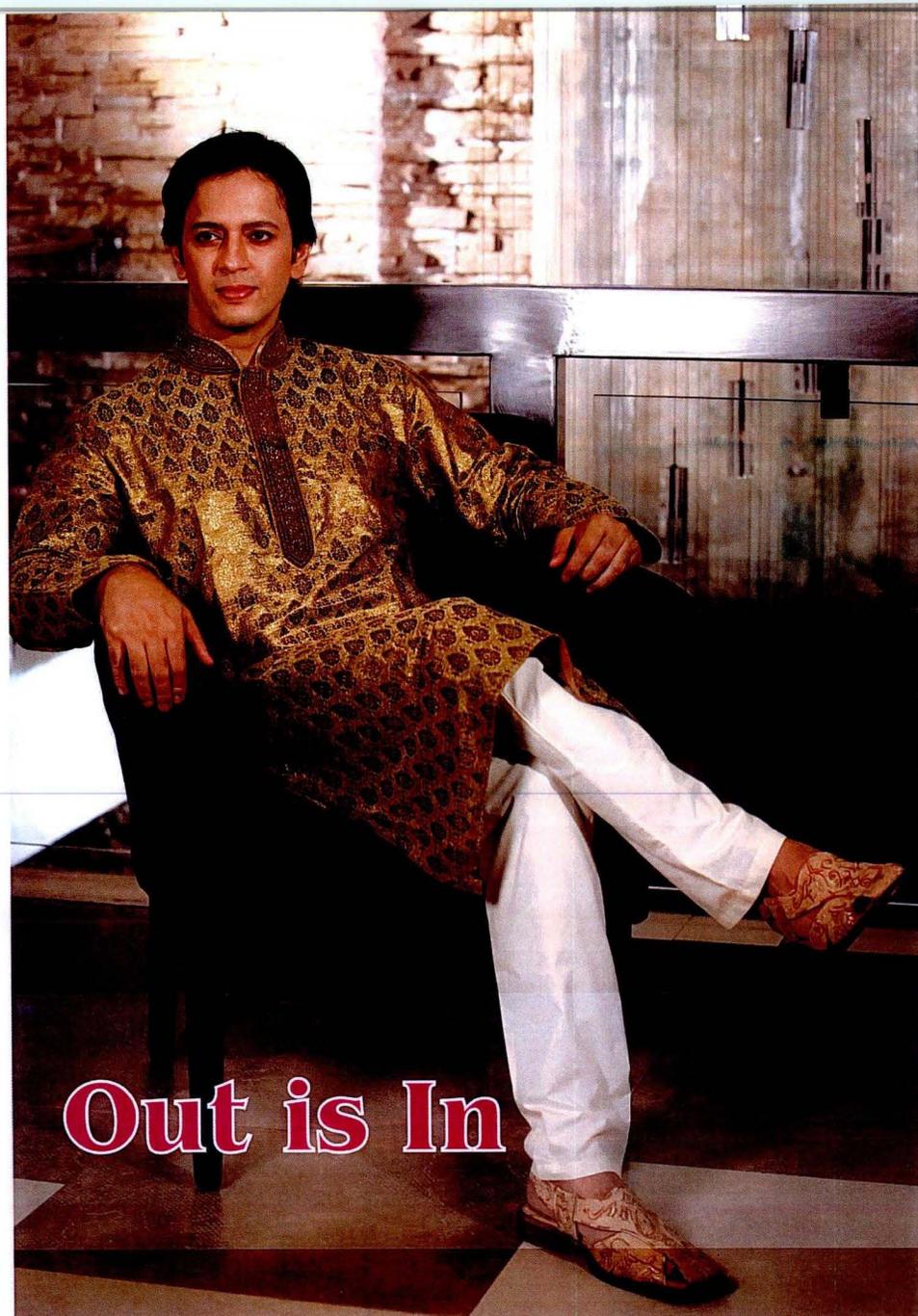
- Play with different colours:** Why restrict yourself to one colour when you have so many options? However, remember to choose dark coloured pants. Pair it up with light coloured shirts. That will work perfectly to draw attention away from the added height.
- A little heavy doesn't hurt:** Heavier clothes and busier patterns will not reduce height but will not atleast make you look lanky. They will create the illusion of a heavier body giving you a perfect shape.
- Choose the correct length:** It is evident that a tall man needs long pants. But make sure it's short enough to not go over your ankles when you sit down.
- No tight-fitting please:** Tall men apparently look thinner too. While that can be an advantage some men might end up looking like they are trying to represent the effects of famine. In such cases tight-fitting clothes will only advertise the ribs and the thin arms even more. At the same time stay away from oversized clothes too.
- Button it up:** Whether you like it or not, do not button up the bottom button of your suit. Doing so will only give you the 'bean pole' look. If you're wearing a suit jacket make sure you never go out without buttoning it. Nothing is sloppier than an unbuttoned suit jacket as it will distract the attention away from your face.

Tips you dare not forget:

- Never button the bottom button when you wear a suit
- Your pants should touch the ground with your shoes on
- Choose shoes that are either the same tone or a shade darker than your pants
- Avoid unflattering colours
- Have a celebrity friend who has your body structure. That way when you see him, you know what would look best on you.

For the shorter cuties:

- Count solids and stripes as a blessings:** Make solids your companion as they will make you look taller and slender too (as sometimes being short can make you seem bulkier than you actually are). Likewise, stripes can do wonders too as they will make you look taller.
- Give suits more priority:** Blazers and jackets are very fashionable indeed but suits a more unified, visual line. The former visually cuts you in half making you appear shorter. Ensure to steer clear from double-vested suits and welcome elevated shoulder line and collars into your life. Make Barney Stinson your fashion guru and 'suit up'.
- Forget the tweeds and the flannels:** These are only good at making you appear bulkier and shorter. The same rule applies for the horizontal plaids. Get rid of them.
- Anything overlong is a no-no:** Unless you want to look like you are about to be swallowed by your clothes turn your back against any sort of clothes that are overlong. The extra bit of cloth over the leg length will make you look shorter and wider too.



Out is In

While women's beauty is a topic much talked about, men's attire, clothing, his overall appearance is not given equal importance. Here at ICEToday, we believe in breaking trends. Guess who is on board with us? By Rakshinda Huq

Adil Hossain Noble is a name unfamiliar to none. This talented man is not just known for his popular television dramas and advertisements, but also as one of the most attractive faces on TV. Currently working as the head of corporate and SME sales of Airtel, Bangladesh, Noble shares his take on beauty and skin care.

Q.1
What does beauty mean to you?

A. A person's true beauty is exposed through his/her personality, behaviour, attitude, body language and the way he communicates with others; not just the face. A person is beautiful only when he/she can carry himself/herself well.

Q.2
According to you, how important is physical beauty?

A. I wouldn't say that physical beauty has no value at all. We tend to have the habit of judging a book by its cover, judging people from first impressions. Hence, it is of course necessary that a person should focus on their outer beauty. However, if he/she does not have the right qualities or the right attitude to carry off that beauty then after a while, it's all pointless.

Q.3
Do you take any sort of skin treatment?

A. Before marriage I used to do nothing. During shoots my make-up artists suggested to regularly cleanse my face and that's about it. After I got married my wife voluntarily took the responsibility of handling 'this territory'. Whenever I go to bed late for a few consecutive days, she puts sliced cucumber on my eyes and pushes me into sleeping early so I can get rid of the dark circles and puffy eyes. Other than that she keeps track of my skin getting oily or dry and buys me face cream accordingly.

Lately, I'm getting a bit skin conscious and I ask my wife for suggestions. Sometimes I try to go to the club/salon for hot oil therapy nevertheless those are rare occasions as well. Actually due to work load it's not

always possible but I try to maintain it as much as I can.

Q.4
How much do you think eating habits affect the skin?

A. I was never a diet conscious person, until very recently. From the last few years, I took a shot at focusing on my eating habits. It's not like I have created a list of haves and have not's, I just make an effort to avoid oily food and consume as less carbohydrates as possible. Instead I rely more on protein intake. Food rich in protein contribute immensely to cover up for lost strength.

It's not always possible to maintain a strict routine, although in the future I do intend to work more seriously towards it. Presently, my chief concern is to balance my quantity of eating. If on some occasions I end up having more oily food, I minimize my daily food consumption for the next few days. Finally, I believe water is the core factor of any diet. I drink lots of it and energy drinks like gatorade are also a part of my everyday diet.

Q.5
You've been associated with the corporate world for quite a long time now. Do your working hours affect your skin and diet?

A. Yes, of course. In fact, since I have two careers to handle I work double the hours I am supposed to. My office is from 10am till 7-7.30 pm on weekdays and then I have to go for shoots on weekends. Furthermore, being in the executive committee member of Gulshan Club I have to spend some time there as well. Plus I also have a family to look after. My children are growing up and I want to be a part of it. As a result, often, proper distribution of time becomes a challenge. In such cases I work extra hard and at times it becomes stressful. Apparently my face is really bad at hiding stress and whenever I'm under pressure it's clearly visible. Nonetheless I find out ways to make adjustments here too. If I have excessive work load on a particular week I try to take less pressure in the following weeks. Also being the gym freak that I am, I make reasonable efforts to go to the club's gym and work out. 

Style Shrink

*Its true, shopping isn't a men's only domain!
Here are a few items to spice up your
wardrobe this season*

Tie
Tk 490-
Tk 830

Scarf:
Tk 530



Shoes:
Tk 3960 -
Tk 4400

Cats Eye

Available in all branches

Artisi

Belt: Tk 650- Tk 1560
Shoes: Tk 5995- Tk 6495
Slippers: Tk 3100- Tk 3500
Available in all branches



Appendix (IV)

Questions asked in Grameen Phone

1. What are the responsibilities of a CSR department? How does it operate?
2. What do you have to say about the current corporate responsibility practices across telecom and other industries?
3. In what aspect does corporate social responsibility in Bangladesh differ from global CR practices?
4. What are the fields that Bangladeshi corporate should put emphasis on and how do you create a supporting environment?
5. How do regulators like NBR and BTRC assist to increase more CR practices across telecom and other industries?
6. What are the national infrastructural requirements for good CSR practices?
7. Can government introduce a separate tool to monitor the engagement and reduce miss appropriation/ irregularities in CSR?
8. What is your definition of “responsible corporate practices”?
9. As per your opinion, what are the impacts of CSR in our socio-economic background and adaptation stage of the future leaders in good CR practices and a sound corporate behavior?

10. In this field, what has been your biggest achievement yet and what suggestions do you have for young professionals who want to join?

APPENDIX-(V)



বেঙ্গল গ্যালারি অব ফাইন আর্টস্
Bengal Gallery of Fine Arts

সংবাদ বিজ্ঞপ্তি বাংলাদেশে ইতালীর রাষ্ট্রদূতের বাসভবনে চট্টগ্রামের নির্বাচিত শিল্পীদের বিশেষ চিত্রকলা প্রদর্শনী শুরু

ঢাকা: ২৭ জানুয়ারি ২০১২

বাংলাদেশে ইতালী দূতাবাস, সন্তরন আর্ট অর্গেনাইজেশন এবং বেঙ্গল গ্যালারি অব ফাইন আর্টস্‌র যৌথ আয়োজনে আজ ২৭ জানুয়ারি ২০১২ From the Karnaphuli শীর্ষক চট্টগ্রামের নির্বাচিত শিল্পীদের বিশেষ দলীয় চিত্রকলা প্রদর্শনী শুরু হয়েছে।

আজ শুক্রবার সন্ধ্যা ৬ টায় বাংলাদেশে ইতালীর রাষ্ট্রদূতের বাসভবনে (বাসা নং এনডব্লিউ (৭), সড়ক নং ৫৪, গুলশান - ২, ঢাকা-১২১২) তিন দিনব্যাপী এ প্রদর্শনীর উদ্বোধন করেন গণপ্রজাতন্ত্রী বাংলাদেশ সরকারের মাননীয় অর্থমন্ত্রী জনাব আবুল মাল আবদুল মুহিত। অনুষ্ঠানে আরো বক্তব্য রাখেন বাংলাদেশে ইতালির মান্যবর রাষ্ট্রদূত মি. জর্জিও গুইলিয়েলমিনো, বেঙ্গল ফাউন্ডেশনের মহাপরিচালক লুভা নাহিদ চৌধুরী এবং সন্তরন আর্ট অর্গেনাইজেশন এর প্রতিনিধি শিল্পী তানজিল টুশি।

প্রদর্শনীতে ২৭ জন শিল্পীর ৮টি স্থাপনাকর্মসহ মোট ৫৩ টি শিল্পকর্ম প্রদর্শিত হচ্ছে। প্রদর্শনী আগামী ২৯ জানুয়ারি ২০১২ পর্যন্ত প্রতিদিন দুপুর ২টা থেকে রাত ৮টা পর্যন্ত দর্শকদের জন্য খোলা থাকবে।

অংশগ্রহণকারী শিল্পীবৃন্দ:

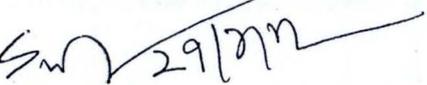
শাহ মো. আনসার আলী, মনসুর উল করিম, অলক রায়, মিলুফার চামান, কে এস এ কাইয়ুম, জসীম উদ্দিন, ওসমান পাশা, তাসাদুক হোসেন দুলা, জাহেদ আলী চৌধুরী, শায়লা শারমিন, আবু নাসের রবি, ইয়াসমিন জাহান নূপুর, বিভোল শাহা, মঞ্জুর আহমেদ, নূর-ই-ইলাহী, নাসির উদ্দিন, শতাব্দী সোম, সুবত দাশ, আরিফুজ্জামান, শহীদুল ইসলাম শোকন, সঞ্জয় চক্রবর্তী, রিপ্রন সাহা, আফসানা শারমিন, শারদ দাশ, তানজিল টুশি, মোহরন আকতার সুমি, মুশরাত রিয়াজী।

সম্পাদক/বার্তা সম্পাদক/চীফ রিপোর্টার

জনাব

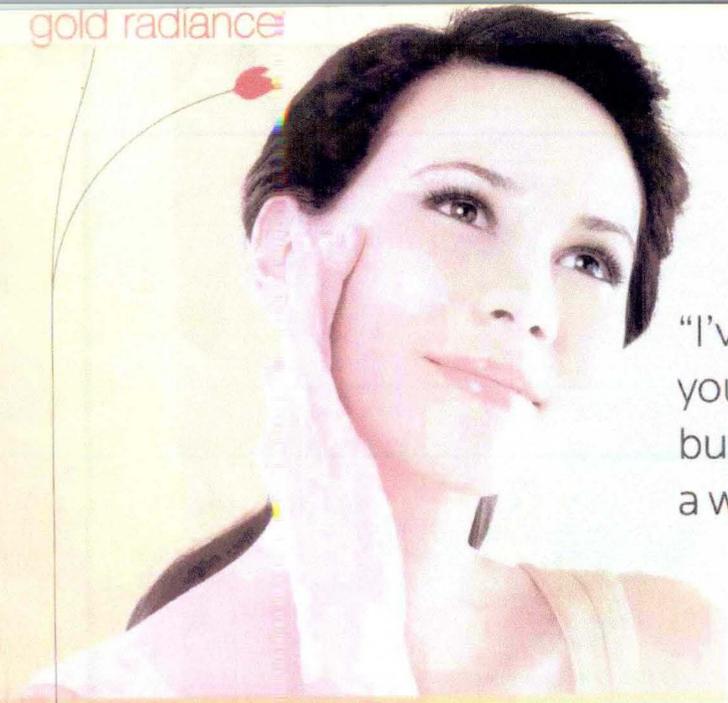
উপরোক্ত সংবাদ আপনার প্রচার মাধ্যমে গুরুত্বের সংগে প্রচারের জন্য বিনীত অনুরোধ জানাই।

ধন্যবাদ জানিয়ে,


সুবীর চৌধুরী
পরিচালক

gold radiance

Unilever



"I've lost my youthful radiance but now I've found a way to get it back!"

TURN BACK THE HANDS OF TIME.

Have you ever thought that even without wrinkles or age spots, your skin still looks dull and tired? This is because most products only address the problem of wrinkles or spots but fail to work holistically on your skin to tackle dullness.

While studying the problem of dullness, Pond's Institute uncovered the world's first skin discovery – the four dimensions of youthful radiance.

By coupling consumer research on dullness, scientific measurements and expert dermatologists' assessments, they established that these four dimensions deteriorate as skin ages resulting in skin dullness – the root cause of ageing.

4 DIMENSIONS OF DULLNESS

TEXTURE CHANGE

Lines and wrinkles appear with age. The intensity of the signs of aging increases in quantity, depth and skin texture.

COLOUR CHANGE

As one ages skin gets darker as a result of years of cumulative exposure to the UV rays of the sun and the other environmental aggressions.

EVENESS OF TONE

Young skin is clear and even whereas ageing skin suffers from age spots and blemishes creating an uneven tone.



HYDRATION LOSS

Skin cells weaken with age and they struggle to hold on to moisture. Their vital inner-energy is exhausted and skin loses its youthful translucence.

THE LEGENDARY POWER OF GOLD.

Throughout history, gold has been used for its beautifying properties. Cleopatra was famously known to have used pure gold face masks to enhance her beauty and maintain her skin's youth. Closer to home, Indian women still prefer a golden glow to their skin and that's why applying Haldi on the skin is a common practice here.

Pond's gold radiance™ harnesses the power of real gold - and for the first time ever, combines it with the world's most effective anti-ageing ingredients. Combats the four dimensions of dullness to help you recapture the radiance of your youth.

“WOMEN TOLD US THEIR BIGGEST CONCERN IS THAT THEIR FACE JUST DOESN'T GLOW LIKE IT DID IN THEIR YOUTH. THEY DESCRIBED THEIR AGEING SKIN AS DULL, OR AS LOSING ITS YOUTHFUL SPARK.”

“WE DISCOVERED THAT COMBINING REAL GOLD WITH OUR BEST ANTI-AGEING BIOACTIVES COULD COUNTERACT SKIN'S DULLNESS.”

-Dr. Pushkar Sona, Sr. Vice President, Product Innovation for Pond's

Clinically proven to recapture the radiance of youth.

An innovative formulation rated as a scientific breakthrough in skincare.



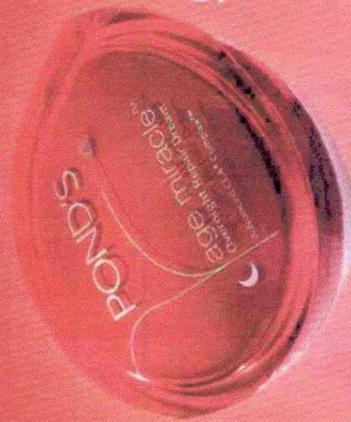
Figure-(II)

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POND'S
age miracle™



Unilever



50g Day & Night Cream
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25g Day Cream
@ Tk. ~~430~~ Tk. 410 only

Ogby & Mather

Figure -(III)

laser treat
the only beautycinology[®] clinic of Bangladesh



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to a beautiful you, tomorrow

laser treat presents
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& other antiaging treatment

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Figure-(iv)

 Drapes



Houses# 50, Road# 25, Block# A, Banani Dhaka 1212. Talk: 01743350609,3817697 , Kudis Afrooz (Safel)

Figure-(v)

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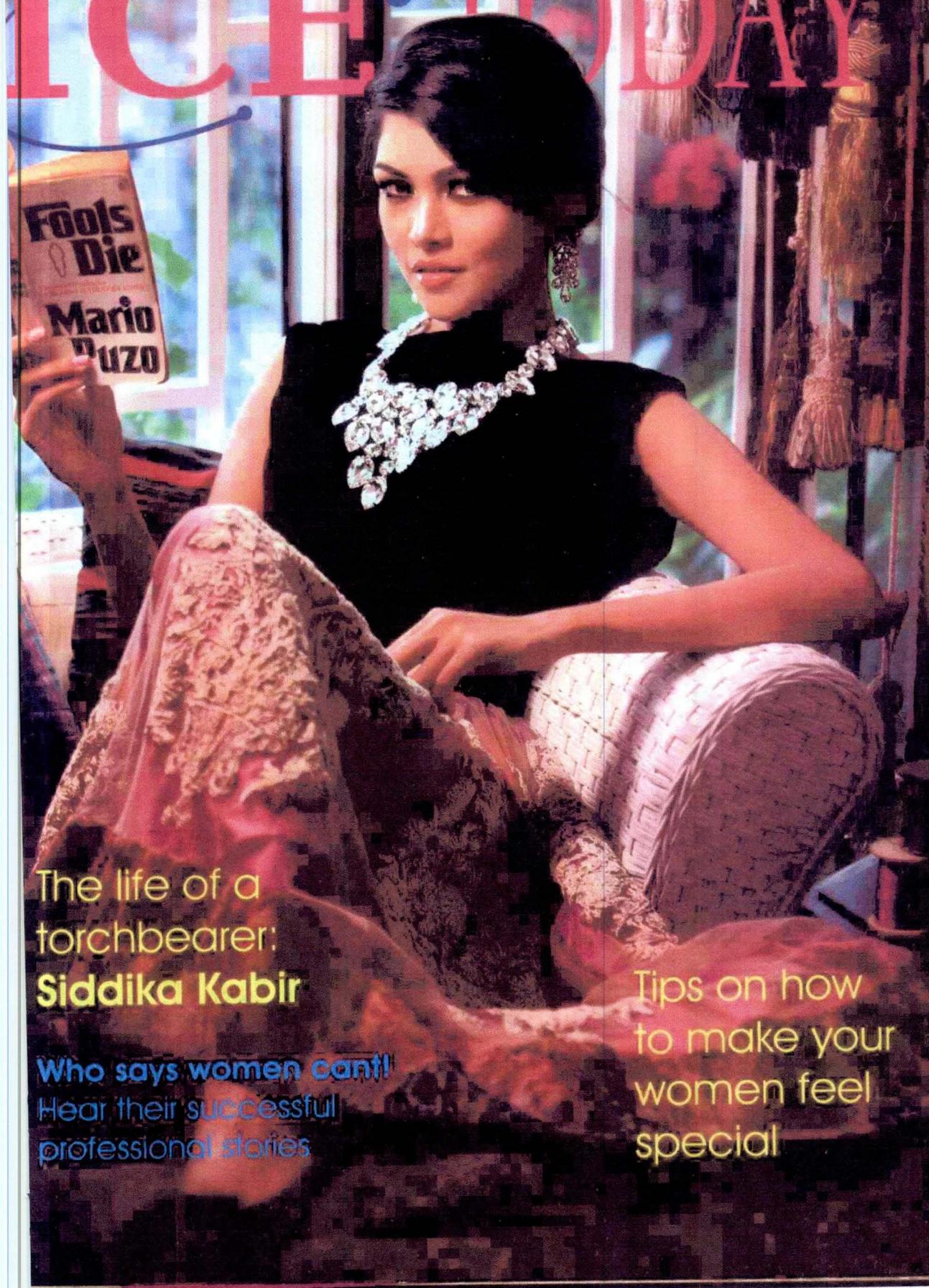
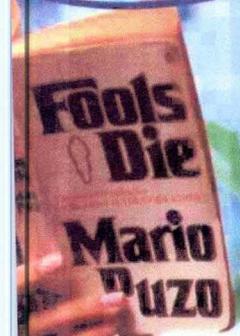
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Figure-(VI)

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Figure-(VII)



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Figure-(VII)

Round neck off-white Taaga knit top with leg-o'-mutton sleeves and blouson silhouette with embroidered black border on the hips, accessorised with a crafted silver collar band



Figure-(IX)

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