

Budget-friendly quality suits to be in now

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Dhaka : During this reformation period of the country, people will be considering reasonable purchases over luxury ones, especially in fashion. Therefore, budget-friendly yet quality clothing items will be in now.

Wahida Sharmin, Managing Director of Fit Elegance, shared her insights about the current market and the upcoming trends they are foreseeing while talking to The Bangladesh Monitor in her office in the capital recently.

For this purpose, the renowned lifestyle brand Fit Elegance is aiming to introduce quality suites and other wears which are easy on the pocket in the upcoming season, according to Wahida Sharmin.

"Our target now is to offer the best deal you can get for your suites or other clothing items," informed the Managing Director, adding, "The

prices will be competitive without compromising quality."

Even though, the coming season will witness a new exclusive line from the brand as always, however, the number will be less, compared to the more reasonable choices.

"The ratio of budget-friendly and luxury items will be 70: 30," explained Wahida Sharmin.

Despite the new prioritised items being cost-effective, Wahida stressed, there will not be any compromise with quality, as the latter and service have always been two of the top priorities of Fit Elegance since its establishment.

Fit Elegance has always been renowned for offering the best deals when it comes to suits. Worldwide it is rare to find such quality products in such a reasonable price range, stressed Wahida.

The reason behind the prices not affecting the product's quality is the brand's strong position in the market with its own state-of-the-art factory and cutting-edge production setup.

Also, behind the brand lies the support of its parent company, which is one of the country's top garment exporters. This way, it costs the brand less to produce, since there is no intermediary or any other party involved in the production process.

This, in turn, allows the brand to have a competitive advantage than the others in the market, according to Wahida.

Another feature which makes Fit Elegance stand out in the market is their staggering production capacity. The brand boasts a production capacity of over 250 suits, with the number even rising further during peak seasons.

According to the Managing Director, no other brand in the market has the capacity to deliver such a high quantity of suits a day.

Their unique selling point is their sheer capacity of delivering bulk orders, claimed Wahida.

On top of it, the brand now offers plenty of readymade items as well, from ladieswear to traditional outfits. Altogether, their daily production

capacity even surpasses 270 items, noted Wahida.

The goal behind having a diversified collection of lifestyle items is the brand's aim to cater to all sorts of customers and all kinds of their lifestyle needs, shared the MD.

Fit Elegance offers everything of the fashion world in one place, she further expressed.

Continuous product and style development as per market trends is another positive trait that helped Fit Elegance keep its position as one of the biggest names in the country's suit market, according to the MD.

The brand's exquisite lightweight summer suites solidify their continued efforts to remain relevant.

Based on the weather, we experiment with fabrics and designs," revealed Wahida.

It may be mentioned here, usually, the brand's blazers start from BDT 4500 and suites from BDT 8500.

During this reformation period of the country, the local fashion industry has taken a major hit. Lion share of suit wearers, hence, Fit Elegance's clientele, are government officials, bankers and corporates.

Since all many sectors are undergoing massive reformation, the concerned officials are not considering less urgent purchases at the moment.

Therefore, the sales currently have gone down by 40 per cent, said Wahida. However, the business is gradually recovering, just like how the country is, she further claimed.