

## Sailor wins Best Fashion Retailer in BD award

A Monitor Report

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Dhaka : The country's fashion brand Sailor won the Best Fashion Retailer, Best Brand-Instore Design Award, and also grabbed an honourable mention in Best Campaign category for its 'Style on Cityscape' at the first Retail Awards of Bangladesh, organised by Bangladesh Brad Forum.

Sailor started its voyage in 2015; since then, it has been operated by a skilled workforce, and they have earned customers' trust by offering popular pricing and unique after-sales service, creating a country-wide goodwill, for which the BBF has recognized Sailor as the Best Retailer in Fashion and Apparel industry.

Sailor is among the most loved brands among the local youth. Last winter, Sailor rediscovered the beauty of the Dhaka cityscape and showcased the city's modern lifestyle in their campaign OVC, to a tremendous response from its patrons, which led to earning BBF's honourable mention in the category.

The awards were held on October 23, 2021.