

Brand Practitioners Bangladesh holds ‘Fashion and Lifestyle Marketing Fest’ in Dhaka

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Online Desk: Brand Practitioners Bangladesh held a ‘Fashion and Lifestyle Marketing Fest’ at the Westin Dhaka on Saturday night.

The event brought together 34 illustrious speakers from diverse realms of the fashion industry, delivering profound insights across eight pivotal sessions.

A crowning moment of the event was the unveiling of the fourth edition of Brand Practitioners Bangladesh’s magazine, ‘Business Brillianz’. This edition chronicles the illustrious journey and contributions of Syed Manzur Elahi, Chairman of the Board of Apex Footwear Limited, a titan in Bangladesh’s business landscape.

Hadi Chowdhury, Head of Retail Operations of YELLOW, the event’s title sponsor, exuded pride in their association, remarking, “We are honoured to be the title partner of this fest, addressing pivotal issues in contemporary fashion and lifestyle marketing and business promotion. YELLOW, synonymous with unparalleled quality, has been a stalwart in product manufacturing since its inception.”

Mirza Muhammad Ileush, Founder and CEO of Brand Practitioners Bangladesh, articulated the organization’s unwavering commitment to fostering innovation and sustainability within the fashion and lifestyle industry. He extended heartfelt gratitude to all stakeholders, envisioning a future brimming with impactful marketing fests aimed at showcasing Bangladesh’s unique fashion identity on a global stage.

In the closing speech, Shohrab Hossain Guddu of Brand Practitioners Bangladesh extended warm appreciation to all participants, sponsors, and partners, underscoring the fest’s collaborative spirit and shared dedication to industry advancement.

Brand Practitioners Bangladesh is a pioneering entity dedicated to nurturing excellence in marketing and brand management. Through a diverse array of initiatives, including seminars, workshops, and networking events, the organization empowers professionals to navigate the ever evolving landscape of marketing with finesse and creativity.