Press Release

For the first time she lends her name for an outlet

**BIBI RUSSELL DESIGNED PRODUCTS NOW AT RAJASTHALI IN JAIPUR**

**Jaipur, 27 June:** The world renowned Bangladeshi designer, Ms. Bibi Russell, has opened an outlet in the Jaipur based Rajasthali of the products designed by her. This is for the first time that she is lending her name to an outlet in any part of the world.

Ms. Russell, who has been working in Rajasthan with local artisans and craftspersons for the past couple of years, displays the creative apparel and innovative accessories in the 240 square feet outlet of the first floor of Rajasthali. She said that she was inspired by the Chief Minister, Smt. Vasundhara Raje, to set up an outlet of the products, created and sourced from Rajasthan in the showroom here.

Among the moderately priced products displayed are kurtas, ‘kotadoriya’ sarees, block print shirts,  jackets and trousers made out of ‘khes’ and accessories like earrings and neck pieces made out of recyclable material.

Said Ms. Russell that keeping in mind the vision of the Chief Minister all the products in the outlet are created from natural materials, such as hand woven and vegetable dyed hand block printed fabrics, lac, blue pottery, wooden beads and handmade paper. She emphasised that the endeavour was to sensitize and demonstrate the immense skills and expertise of the local artisans to preserve the heritage. This will also foster creativity and provide employment opportunities to artisan and craftspersons as well as empower women in the State, she said.