

A decade of ideas, images and stories.

Aarong is Bangladesh’s leading fashion and lifestyle brand and a social enterprise of BRAC. I conceived and creative directed seasonal campaigns, photography and film, leading teams that ranged from a handful of people to almost 100. Each project began with an idea, then brought together the right people to build a world around it.

CLIENT

Aarong/ BRAC

BUSINESS

Fashion, lifestyle & social enterprise



The Campaigns

Every collection asked for something different. Sometimes graphic. Sometimes playful. Sometimes theatrical. Always built around the collection’s theme.

WITH SETS AND PROPS WE BUILD MINI WORLDS



The Fashion Films

I introduced fashion film to Aarong. It became one of their top-performing formats, with films crossing 2 million views on Facebook and Youtube.



2M+
views on Aarong
fashion films

The result: a decade-long relationship with Aarong and Taaga, with Studio Inku's work becoming a reliable driver of the brand's strongest-performing campaigns year after year.

“Inshra has certainly set new benchmarks for the industry.”