What can Dhaka muslin teach a brand studio?

The Bengali craft behind the name Muslin Lab.



It began with a thread.

In and around Dhaka, families cleaned local cotton, spun it into fine thread and wove it by hand. The finest muslin used phuti cotton grown along the Brahmaputra and its branches.

ILLUSTRATED RECONSTRUCTION · SPINNING AND WEAVING

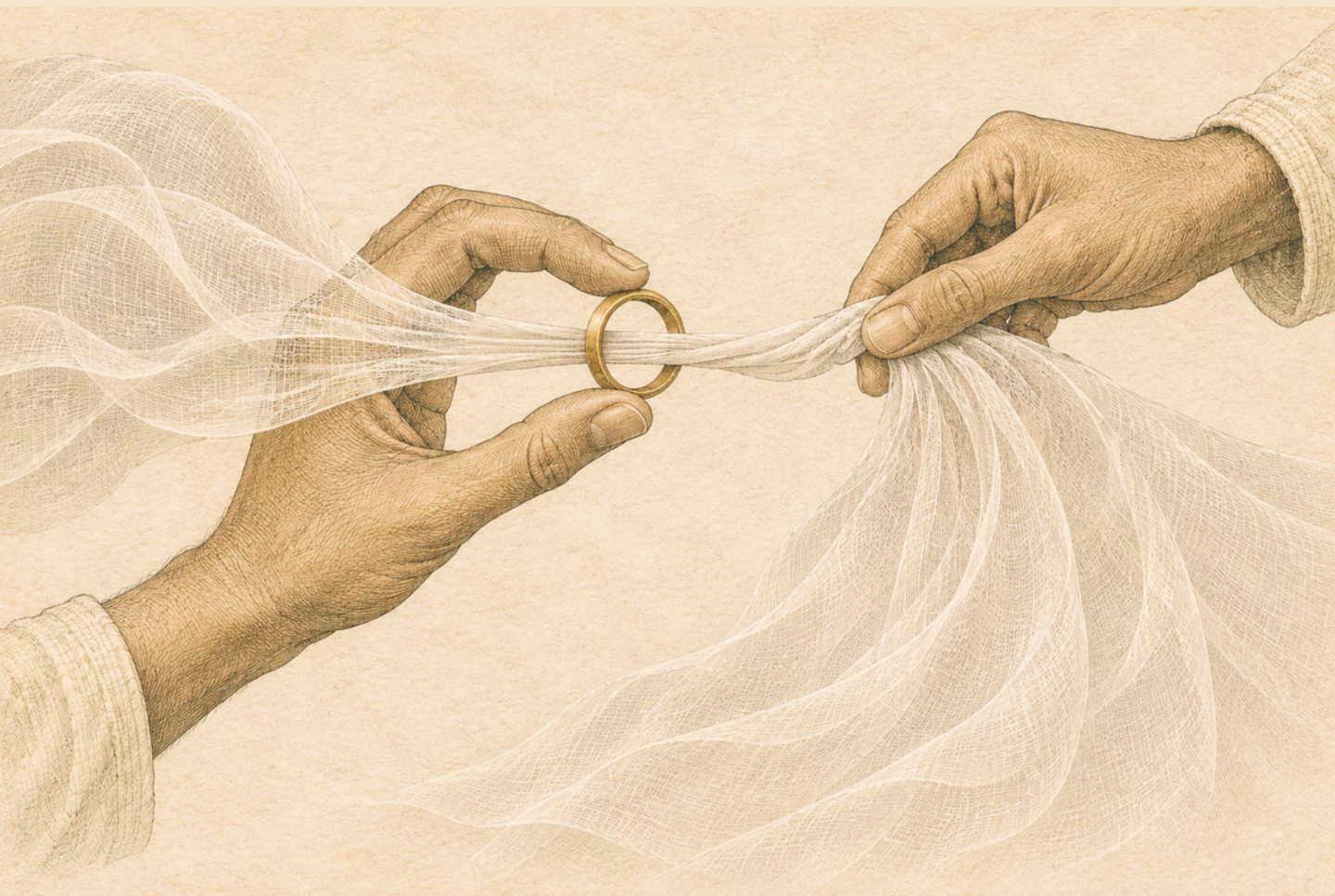


A sari through a ring.

Stories of Dhaka muslin say the cloth was so fine that an entire sari could pass through a finger ring and fold small enough to fit inside a matchbox.

HISTORICAL ACCOUNTS ↗

ILLUSTRATION OF THE RING ACCOUNT



From Dhaka to the world.

Mughal patrons prized the finest cloth. Merchants brought muslin from nearby weaving centres into Dhaka, where it found buyers across Asia and reached markets in Europe.

ILLUSTRATED RECONSTRUCTION · DHAKA RIVER TRADE



A name drawn from Bengal.

I started Muslin Lab as a business and brand strategy venture. Dhaka muslin gives the name its local roots. Serif lettering, deep green and a muted gold crown set the tone.

ORIGINAL MUSLIN LAB WORDMARK



Two marks for smaller spaces.

A framed M carries the name into compact settings. The gold crown can stand alone where the full wordmark would be too large.

FRAMED M AND CROWN



ISOLATED GOLD CROWN



Bring that care into the work.

The name honours the skill it took to make cloth that fine. For Muslin Lab, that care is a standard for business and brand strategy, from the first decision to the finished identity.

MUSLIN LAB · VENTURE POSITIONING AND VISUAL IDENTITY.

Connect the unconnected.



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A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

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