



Coordination by Event Organiser Aitken Spence Conventions and Exhibitions.



The contestants.



Shehan

Stephen



Some of the contestants being briefed by the Chula Nanayakkara.



Committee Chairman discussing about the designs with the contestants.

Observer Fashion Designer of the Year tonight

Ranga Chandrarathne

Though some may say beauty is only skin deep, it has the power of influencing even the mightiest ruler of the land. Influence of beauty on hostile environment is amply manifested in both oriental and occidental literature.

However, judging beauty in a pageant of beauties has proved to be a Herculean task.

So it is going to be a tough charge for judges and spectators who are eager to watch the beauty contest Observer Fashion Designer of the Year. Pageants of fashion not

only provide a platform for budding models but also for the emergence of cutting edged technology and vogues in attire. For this aspect, the Observer Fashion Designer of the Year which is sponsored by Associated Newspapers of Ceylon Limited, has contributed the fashion industry in terms of providing a platform and much needed exposure at national level.

For the fourth consecutive year, the Observer Fashion Designer of the Year (2009) conducted by veteran Fashion Designer Chula Nanayakkara Ariyaratne of univer-

sal fame will be held this evening (1) at the BMICH.

The contest is open for both sexes and there is no age barrier for contestants. One of the special features of this year's contest is that professional models pose for the contest.

Famous fashion designer Ramzie Rahman will add colour to the models. Ramzie, who has a proven track record for excellence, is a much sought after fashion designer.

Stage management will be by Imbran Saibu. There will be dance items in between the show. Clifford Richard will be the compere for the show.



Some of the contestants.

Pictures by Sudath Nishantha.

Autumn and Winter Collection

'The Art of Saree Draping' at Taj Samudra

Lifestyle Lounge is a brand of the Taj Samudra which is a platform for showcasing of Lifestyle indulgences of the "high life". This evening (1), from 8.30 pm iconic Fashion designer Shaina NC showcases innovative draping of the saree. Shaina is renowned for the 54 different styles of saree draping - Saree, the eternally fashionable, figure flattering and elegant outfit that is so desired by women of the Indian subcontinent be them of the traditional or contemporary styles. The charm of this six yard wonder lies in its simplicity, flowing grace, the endless possibilities it offers through countless fabric prints, colours and most uniquely the ability to be draped in more ways than any other garment.

An Autumn and Winter Collection of Odel was unveiled on the ramp last Saturday which featured both male and female models. Pictured here are some of the attention-grabbing outfits photographed by Ruwan de Silva for Daily News Fashion. (Prints courtesy Foto Focus, Photo City, Colombo 1).