

Fashion designing of international standard

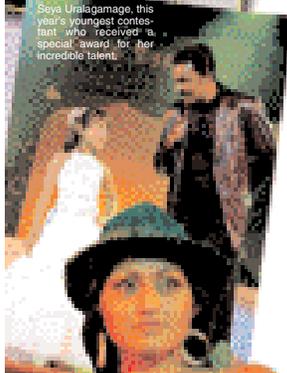


Ashok Duminda the jubilant winner of the Sunday Observer Designer of the Year 2008 and the winner of four other awards, the Most Popular Sunday Observer Designer 2008 and the casual wear, evening wear and saree wear segments.

Ashok Duminda creates a precedent: Exhilarating victory with five of six awards



Ashok Duminda's winning outfit in the office wear segment.



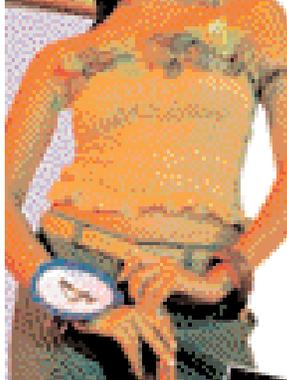
Seya Uralagamage, this year's youngest contestant who received a special award for her incredible talent.

by Rosanne Koelmeyer Anderson

To dream the impossible dream...may have been the dreams of young Ashok Duminda of Boralesgamuwa over the past two weeks and so would it have been with the other fourteen contestants who vied for the title of Sunday Observer Fashion Designer of the Year 2008 last Saturday. "But, 'The ladder of success is best climbed by stepping on the rungs of opportunity,' it is said. And this certainly was the best opportunity to strike gold, for the Associated Newspapers of Ceylon Ltd. and the Sunday Observer had taken the initiative, for the fourth consecutive year, to provide equal opportunity to talented youth with a niche for fashion designing to find new vistas in the local apparel industry and enhance their skills to facilitate the demands of our growing fashion designing industry and international markets. 'Ability is after all nothing without opportunity' and this was the success story of young Ashok Duminda of Boralesgamuwa who for the first time in the annals of this contest created a precedent. The young talented designer won five of the six awards; it was indeed a memorable night for him, he was simply astounded, for his enthusiasm had made more than his dream come true. His innate talent had been recognised and honoured; not withstanding his humble beginnings. From the four walls of a very small gents tailor shop at Boralesgamuwa, where he sharpened his tailor-

ing talent while simultaneously following a fashion designing course at Boralesgamuwa to the Hall of Fame where he was named the Sunday Observer Dress Designer of the Year 2008, Ashok Duminda's forte proved that repute and circumstances are not impediments to reaching his crowning glory. We hope that there will be hope and a bright future for these talented youth with renowned names in the fashion industry taking on the task of harnessing the initiatives taken by ANCL and the Sunday Observer. Having had over a hundred and fifty youth with potential for fashion designing participate at the semi-finals, fifteen lucky young nascent designers, girls and boys were picked by an eminent panel of judges to vie at the grand finale on November 1 at the BMCH. The contest was of international standard with almost all fifteen finalists being professional fashion designers or talented youth following a fashion designing course at present. Presented by eminent fashion designer and former model Chula Nanayakkara Ariyaratne together with ANCL and the Sunday Observer, the contest attracted a high calibre of youth with promising talent making it a tough task for the distinguished panel of judges. Displaying an array of up market and classy outfits in four segments of Office wear, casual wear, evening wear and saree wear, the glamour filled contest kept the audience mesmerized with most of the finalists opting to get professional models to do the honours for them. Ashok Duminda's outstanding touch of class and finesse combined with strong and discreet choice of colour and fabric tastefully put together, saw the winner 'take it all' dominating the ramp and creating a precedent while Shehan Indika Fernando who by a stroke of luck was able to get into the contest as one of the finalists stepped down was adjudged first runner up overall having the casual wear segment. Ruwani Lokuge, also a young fashion designer by profession was adjudged the second runner up overall. The fifteen lucky finalists who vied for the designer awards were Chamara Liyapitiya, Kanachana Dinutha Ariyaratne, Kesara de Silva, Ruwan-

thi, Dulmini, Ashok Duminda, Stephen Ramesh, Avi Medonna, Layani Perera, Charith Saminda, Prageeth Marius Jayatilke, Ruwani Lokuge, Diloki Makalanda, Sachini Nimesha and Niranjaya Ratnayake and Shehan Indika Fernando while the eminent panel of judges comprised Justice Rohini Perera, Kiran Athapattu, Madam Nelum Gunathilaka, Editor Sunday Observer Dinesh Weerawansa, Thilanga Sunathipala, Shanthi Fernando presented by Mr. Sanath Ranaweera, Chairman Saree Mandir (Pvt) Ltd. and the funkiest teenager, Ms Shereen Jayamantha presented by Mr. Waruna Mallawarachchi, Manager Corporate Relations, ANCL. Adding glamour to the nights line up of events were elegant dance sequences by the Channa Wijewardena dancers, a dance performance by Twinkle Goonetilleke and her friend and the Air Force Dance troupe to scintillating music with Clifford Richard doing the honours as vocalist and compere. The official hair and make up artist for the show, Ramzi Rahaman who has always been the hand behind the scenes for this event added glamour to the glamorous adding colour to the evening's line up of entertainment. The event was sponsored by Dialog GSM, our gold sponsor while M/S Aitken Spence coordinated the show of all shows.



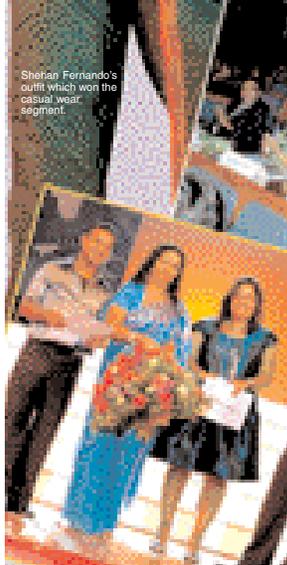
Shehan Fernando's outfit which won the casual wear segment.



The eminent panel of judges.



The winner Ashok Duminda receiving the Sunday Observer Fashion Designer of the Year 2008 award from Chairman ANCL, Bandulla Padmakumara.



The three winners of the Sunday Observer Fashion Designer of the Year 2008 Ashok Duminda (right), Ruwani Lokuge, 2nd runner up with Chula Nanayakkara Ariyaratne and Shehan Indika Fernando 1st runner up.

Pix by Sudath Nishantha

MANINDRA