

# World style



A model wears a creation from designer Harry Who at the David Jones Autumn/Winter 2009 season launch in Sydney.



Models displays a creation by Lebanese designer Oussama Haddad during the Wedding Folies 2009 in Beirut, Lebanon.



Actress Minka Kelly attends a JCPenney Spring style fashion showcase event last week.



## Colombo Fashion Week creates opportunities for Sri Lankan designers

Colombo Fashion Week 2009, partners with four important local fashion retailers, fulfilling its objective in building a commercial avenue for local Sri Lankan designers.

Aashkii, Annol, Trunk and Odel have registered as buyers with Colombo Fashion Week. This partnership will create a local fashion retail network, focused on collections designed by Sri Lankan designers.

This is another 'first' this year as Colombo Fashion Week moves towards creating a retail network that not only stocks Sri Lankan designers but also high potential international or South Asian designers.

The concept of fashion weeks - the most glamorous business presentations usually make way for a retail cycle for fashion consumers.

Designers usually create six collections; three main seasonal collections and three sub collections. Their collections are presented to prospective fashion buyers at fashion weeks, opening doors for fashion consumers to buy these collections. This concept is hyped by media and further

reiterated when retailers show interest by allowing the collections to be sold at their outlets. In Sri Lanka the opportunities for consumers to buy Sri Lankan designer collections are rare as only a few key Sri Lankan designer-owned boutiques, collectively

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retail multi-Sri Lankan designer collections.

"This is an important step as we are very eager to have Sri Lankan designers sell their collections to Sri Lankan consumers, exactly how it is done overseas. The commerce has to start or it will just be a souvenir style selling" Ajai Singh - Founder of Colombo Fashion Week said.

In addition to Aashkii,

Annol, Trunk and Odel, there will be three buyers from India. Buyers remain a big attraction for designers participating at fashion weeks. In total there will be 25 collections that will be shown at the HSBC Colombo Fashion Week over three evenings.

"We will keep increasing the buyer numbers every year and this will also encourage Sri Lankan designers to come up with better collections. It's great for their motivation," added Singh.

This retail network will provide huge opportunity for the Sri Lankan fashion consumers to buy local collections.

This move is bound to build momentum among the Sri Lankan designers to come up with high quality seasonal collections.

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HSBC CFW 2009 is scheduled to be held on the 19th, 20th and 21st February 2009, when 14 Sri Lankan designers and 7 international designers will showcase their collections



## Shedding light

Äloka who prettifies our Fashion page this week is a trendy model who appears in many ads and a 2007 beauty contest winner. She was photographed by Ruwan de Silva modelling casual wear. Prints courtesy Foto Focos, Photo City, Colombo 1.

