

ZEZT

Going ethical

Variety of outfits hits the ramp for SLDF

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Spectacular dresses, tops, skirts, trousers, pants, shirts, overcoats, lingerie and many more kind of outfits that you can imagine were displayed by models at the Sri Lanka Design Festival's SLDF Ethical Fashion Award 2010. The event was organized by SLDF and Mas Holdings to uphold local fashion designers who have not only brought stunning outfits to the market but have also taken measures towards safeguarding the environment.

The move aims at playing an active role in poverty reduction, sustainable livelihood creation, minimizing and counteracting environmental concerns and counteracting environmental concerns. It motivates designers to pursue ethical and sustainable designs based on a triple bottom line philosophy which comprises people, planet and profit.

Ethical fashion focuses on the designer's choice of material and production process. The event enhances the image of the Sri Lanka Apparel Industry as a hub for environment friendly products. It also sets stage in upgrading the creative flair of individuals.

The finalists will be mentored and given an opportunity to expand their collections. They will be graded by the London Fashion Week Esthetica panel before being invited to take part in 'Designers of the World September 2011'.



Pictures by SAMAN SRI WEDAGE



High Tea in designer sarees

High Tea with High Fashion at the Galle Face Hotel displayed a collection of hand picked Indian designer sarees from Ram Bros, Main Street, Colombo 11.

Models Rasangika, Charitha, Kathy and Harshani donned some printed sarees alongside heavy worked designer sarees. The event was choreographed by Oline De Bond. Daily News photographer Ruwan de Silva captured these entrancing moments on lens.

