

Bold, Beautiful, vibrant, vivacious!



Models sporting attires to suit all holiday occasions walked the ramp at the Colombo Fashion Week's maiden Resort Wear Show 2012 which was held at Jetwing Lagoon, Talaheena, recently. Local and international designers showcased their latest collections at the event. Our photographer Lalith C Gamage captured these moments from the show.



China bags the 7th Asian Super Model Contest 2012



ShuYa Xie of China won the 7th Asian Super Model Contest 2012 held in Nanjing, China, last week. Myeong Jin Lee of Korea became the First Runner Up while Tran Ngoc Lan Khue of Vietnam was the Second Runner Up. Sri Lankan contestant Jayamali Erangika Wijesuriya won the Best Figure Model Award and was selected for the top 10 at the event. This was the first time that Sri Lanka took part in the competition. Jayamali and her fellow contestant, Chulakshi Ranatunga, talked about the beauty of Sri Lanka, its aromatic tea and rich cultural heritage before the audience at the finals of the contest. 14 Countries including Russia and Dubai took part in the 7th Asian Super Model Contest. The team plans to hold the event with the participation of 30 countries next year. The Events Chairman Jayantha Wedasinghe took part in the competition representing Sri Lanka as one of its jury members. **RJ**

Welcome to the new generation of beauty pageants. In search of the Country's most beautiful woman, Seri Naturals presents the most unique and exciting beauty pageant the country has ever seen.

The beauty care expert today unveiled Seri Miss Sri Lanka Online by hosting the most innovative, and never before seen webcast press conference at www.serinaturals.com/press-conference.

"Our search to find the country's most beautiful woman is unprecedented in the history of beauty pageants," says Seri Naturals Pvt. Ltd CEO Malik Perera.

"We will offer Rs one million in cash and a trip to France for the winner of Seri Miss Sri Lanka Online. We have no doubt that the response online will be tremendous. We plan to hold the 2012 edition of the finals in December, with preliminary contests prior to the finals," he explained.

According to Seri Naturals Brands Director Shayana Raat, "We are very happy and proud to be the first company to run such a high standard contest in this new, innovative manner. An online competition is the ideal way to engage the public and fans and also displays complete transparency as it also

Beauty search online



The key players behind the Seri Miss Sri Lanka Online competition

involves public voting in the form of Facebook likes. We are honored to pave the way for the beauty industry to take this next step into the future, embracing technology and modern media as the way forward."

This first ever fully integrated online competition held in Sri Lanka. This national level contest which will be conducted exclusively on Facebook is expected to open Sri Lanka to the international market while

giving an opportunity for the public to join in and engage in the programme no matter which part of the island they hail from. The company also anticipates Sri Lankans from overseas participating in this event as it is an online contest.

Entries will be accepted for Seri Miss Sri Lanka Online till October 19 and all applicants are invited to log onto www.serinaturals.com/smsl which will then direct them to the Seri Facebook page where they can

upload a photograph of themselves on which they will be judged. Thereafter the best 50 contestants will be selected and the public will be then given the chance to vote for their favorite contestant.

It is based on the votes/likes that the next round of 25 contestants will be selected. The 25 candidates will then have to upload three more photographs of themselves along with a short video clip which will again be open for voting by the public.

Based on the number of votes/likes the contestants will be shortlisted down to 12, and these contestants will be given the chance to be a part of a professional photo and video shoot, as well as attend workshops on a variety of beauty care subjects such as hair and make-up, skin care etc. These final 12 contestants will be judged by a panel of judges including international personalities who will be connecting from abroad, prior to the winner being announced.

The judges would also select the first runner up, second runner up, Seri Miss Photogenic, Seri Best Hair and Seri Best Skin. Another award for Seri Miss Popular will also be given out to the contestant with the highest number of votes/likes.



Jayamali and Chulakshi presenting the national costumes



The winners of the Asian Super Model Contest 2012



The Events Chairman Jayantha Wedasinghe with the other jury members

Cricket craze



In the heat of the T20 Championships, a new range of clothing for all cricket lovers has made it to the scene. A range of T shirts supporting the Lions for both men, women and kids are up for grabs. Also in store are a colourful range of accessories to complement the cricketing gear.

Show your support for the Lions with cool Sri Lanka T shirts and accessories along with a range of funny T shirts to get you in the right spirits of the game. The new Cotton Collection range is comfortable and cool and will keep you in a great mood throughout the heat of the semi-finals and finals. Show your support for the Lankan Lions and roar with victory!

