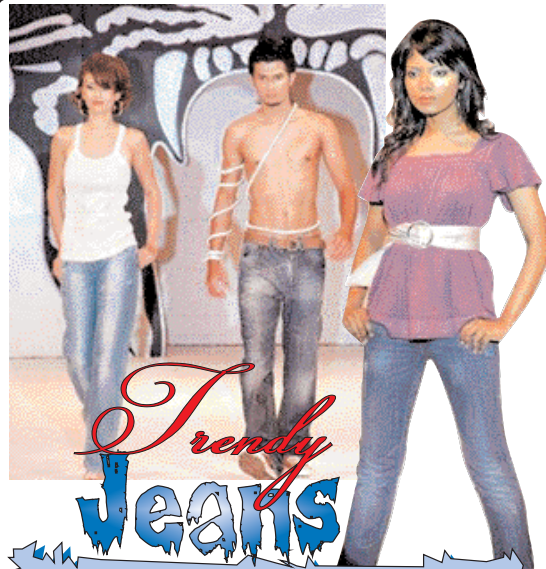


# Glittery evening wear

A fashion fiesta featuring a range of dazzling evening outfits choreographed by Karen and Oline was the highlight after the Red Lantern Vigil at Galin Face Hotel last week. The event was photographed by Ruwan de Silva for Daily News Fashion. Prints courtesy Foto Focus Photo City, Colombo 1.



A fashion show was the highlight of the L.I.C.C. hip jeans wear label launched on Dec 3 to create a new dimension for the Colombo fashion scene. The designs displayed comprised a range of creations developed by the label focussing on the demands of the style-conscious fashionistas. L.I.C.C Jeans - an exciting new designer jeans-wear label - was launched at a glittering event featuring a spectacular fashion show of the brand's collection of trendy jeans and stylish tops, shirts and T-shirts. L.I.C.C Jeans is the first ever fashion jeans wear brand to premier in Sri Lanka, and promises to bring to Colombo's fashion scene a sophisticated, chic and affordable range of haute couture. L.I.C.C Jeans designs were unveiled when models took to the ramp, displaying the impressive and stunning range of fashion developed by the label. The lines, cuts and silhouettes were all about the right attitude and ultimately about exuding confidence through individuality.



# NY Scene

Models walk the runway during the Oscar de la Renta Pre-Fall 2009 fashion show at 585 Park Avenue on December 8, 2008 in New York City. AFP



**A Collector's Dream!**

**Daily News**

260 Red Letter Days

The Daily News, Sri Lanka's English Daily with the largest circulation has come out yet again with a ground-breaking concept in bringing out an excellent Limited Edition Collector's compilation offers the reader an idea what life was like, for instance, when independence was won by Ceylon on Wednesday February 4, 1948.

Titled **Daily News 260 Red Letter Days**, the collection has to back over 60 years of headlines that signifies the contours of its post-independence history.

The volume 17.4" x 12" in size is hardbound and is available at the following bookshops at a very special concessionary price of Rs. 2,500. Since it will be a limited edition only a thousand copies will be available, so be sure to buy before they are all snapped up!

The book in addition will provide excellent reference material especially for historians, students of mass media/journalists and also may take many others back to those halcyon and sad days that they still so cherish.

Available at:

- Odel - Alexandra Place
- Vijitha Yapa Bookshop
- Lanka House Bookshop
- Sarasa's Bookshop - Nugegoda
- Makeen Bookshop - Colombo 3
- Tremblers Bookshop - Colombo 4
- Ceylon Continental Hotel
- Hotel Galadari
- Taj Samudra Hotel
- Almond Garden Hotel
- Taj Estica Bentota

and other leading bookshops and hotels.

## Colombo Fashion Week in February

**H**SBC Colombo Fashion Week 2009 will see 15 collections from Sri Lanka. This was confirmed by the organizing committee after 3rd round of preliminary collection presentation by the designers. These presentations were made after a common brief was handed over to all interested designers few months ago. The focus is on Spring Summer 2009 and partly on Spring Summer 2010. The organising committee felt the standards and application of Sri Lankan designers is much better than last year. HSBC Colombo Fashion

Week is being hosted in association with Taj Samudra on 19, 20 and 21 of February 2009. The collections are already looking good and that's the sign we were looking for, it definitely is a step up from the last CFW, and yet we still have to push the bar higher," says Ajai Singh. "The collections are more focused and our designers are now following a global design cycle, however it will take more time, like any other country promoting their fashion industry". In 2009, in addition to 15 Sri Lankan designers, there will be 7 international and regional designers.

These designers are carefully picked based on the brief, their stature in the international fashion community and the opportunities they would provide for Sri Lankan designers to interact and learn from them. These international designers have made lasting impact in their respective countries and have gone on to make a mark in the important European markets and fashion weeks. Most of the 15 Sri Lankan collections were carefully guided by the CFW technical team to create collections which will find favours with the regional and local retail buyers.

The collections have followed consumer trends and understood their propensity to buy ready to wear fashion. This will attract more retail buyers to order from Sri Lankan designers. This year the number of buyers have increased from last year, majority of the buyers are from India. "We are also talking to Sri Lankan retailers to include them in this fashion cycle, for an industry to grow the retail channel plays an important role as it becomes the interface with the consumer. We have already initiated dialogues with important retailers in Colombo as the

first step towards creating a retail channel," says Ajai Singh. Singh adds "We understand retailer fears of giving shelf space to non relevant pieces hence our technical team spent a fair bit of time making collection programs relevant for retail, this was also based on consumer research". Some of the Sri Lankan designers, among others, who will be seen at CFW 2009 are Yolanda, Sonali White, Middle Finger, Kanachana, Darshi, Prabhat, Asanga etc. There will be a one day fashion seminar to for all the younger designers conducted by international fashion designers.