

Beauty Omni-present

by Ranga Chandraratne

"Beauty is in the eye of the beholder"
- Greek poet Theocritus

Beauty is a relative concept. However, it is in the eye of the beholder. An object of beauty in one's eye may be ugly in another's eye. It will be really difficult task for one to select beauties among beauties. So this is going to be a tough task for judges and spectators who are eager to watch the beauty context Observer Fashion Designer of the Years.

Pageants of fashion not only provide platform for budding models but also for the emergence of cutting edged technology and vogues in attire. For this aspect, the Observer Fashion Designer of the Year which is sponsored by Associated Newspapers of Ceylon Limited, ancestral home of newspapers in Sri Lanka, has contributed to the fashion industry in terms of providing a platform and much needed exposure at national level.

For the fourth consecutive year, the Observer Fashion Designer of the Year 2008 by Fashion Designer Chula Nanayakkara Ariyaratne of universal fame will be held on November 1, 2008 at the BMICH.

The contest is opened for both sex and there is no age barrier for contestants. One of the special features of this year's contest is that professional models pose for the contest. Famous fashion designer Ramzi Rahman will add colour to the models. Dialogue GSM has come forward to become the

Gold Sponsor for the show. Stage management will be by Imran Saibu. Prospective contestants are asked to send their coupons. Contestants should be at BMICH around 8.30 a.m. on October 13, 2008. There will be dance items in between the show. Clifford Richard will be the emcee for the show. Veteran dancer Channa Wijewardena and his troupe will grace the occasion.

The prospective competitors have to design four dress sketches on casual wear, office wear, Saree wear and evening wear. The competitors can colour the sketches with appropriate colour and shades. There will be a competition to select the fashion designer of the year and winner will be selected on the basis of coupons appearing in the newspapers.

Readers may refer to *Dinamina, Silumina, Thinakaran, Daily News* and *Sunday Observer* to find out the names of the 12 finalists throughout the next week.

Stalls are available for commercial establishments by paying the due price a day before the exhibition. M/S Aitken Spence is the exhibition planner of the Observer Fashion Designers of the Year 2009.

Tickets are available at Aitken Spence Conventions, 315, Vaxhall Street, Colombo-02. Tel.: 0773416665 & 2300589. And Arkipelago, 68A, Dharmapala Mawatha, Colombo-03. Tel.: 5364362 or 5364364. Chula Nanayakkara can be contacted at mobile: 077-6325118 and telephone: 0112692153.



SUNDAY OBSERVER
Fashion Designer
of the Year Contest
2008
Presented by
Chula Nanayakkara Ariyaratne



Closing date extended to 20th October 2008...



Ms. Lanka 2008 - The closing date for application has been extended to 20th October 2008. Please send in your applications to Director, Technique International, School of Hairdressing and Beauty Therapy, No. 81/1, Horton Place, Colombo 7, Tel - 2688787.

So you Beautiful, Talented Ladies your participation in his prestigious Beauty Pageant will get you Trained Poised and looking Beautiful - will give a delightful evening at the finals of the pageant. It will also assist those whose needs are so much more and also assist to uplift their quality of life.

The Media Sponsors: *Sunday Observer, Max TV, and Radio*. The official Hotel: Ceylon Continental, official florist: Sterling Flowers and official computer facilities: Sofflogic.

Ms. Lanka 2008 is organised by Technique International the School of Hairdressing and Beauty Therapy.

The Max Queen will be selected at an event in the last week of November 2008 so keep watching Max TV on how you can select the Max Queen after the 20th October. Lookout for the coupon in the *Sunday Observer* to select the Most Popular Contestant. -PH