



# Here comes the bride

Bridal magazine sets the ramp on fire

by Charmaine Fernando

**I**t was unmistakably a show of shows! The first time a spirited team of youth behind a magazine took centre stage with an ambitious initiative. It was the first time the crème of fashion moguls displayed their elegant couture on one theme on one stage.

Colombo's fashion-conscious elite were there, to packed houses when *Bride & Groom* Magazine stepped the ramp to shake up the fashion scene with an elaborate Designer Wedding Show 2009 at the Galle Face Hotel, Colombo recently.

It was heartening to note young Pramith Mallawarachchi and Nuzreth Jalaldeen make their fashion statement in bold print on the ramp. As Managing Director of the *Bride and Groom* wedding magazine, Pramith has the parental backing to 'go big' in his chosen field of publishing while as the Chief Editor of the magazine, Nuzreth shines in her talent in conceptualizing big ideas and literally 'doing the mag'. These two young people fired with imagination and an urge to blaze new trails, are in

motion and cannot be stopped short of setting benchmarks.

Maestros in the art of hair, beauty and couture, the calibre of Michael Wijesuriya, Ramani Fernando, Ramzi Rahaman and Harris Wijesinghe showed their versatility in no small measure exhibiting their creative flair in bridal dressing beyond the norm.

Johan Peiris, in his inimitable style, presented a bride in black and white, who stomped and strutted flouncing with a long frilly white satin dress edged in black, gathered at the waist cape-like to reveal the short skirt to an enthralled audience. There was this bride in a dull gold tunic with a solitary long stemmed green lily, a stunning creation maneuvered to extreme choreography. Designer extraordinaire, proved his point.

What deserves mention here is that despite all the glamour of extravagant western and Indian bridal couture, the authentic Sri Lankan flavour dominated the catwalk. When the regal-looking *Nikemes* took their stand, the audience was spellbound. Its regality overtook one. When Ramzi Rahaman, presented an impeccably

designed creation of a gorgeous Kandyan bride, stately and dazzling in her gait, ceremoniously escorted by a dramatic *Maha Kada* bearer clad in white and dull gold, the show reached its climax against deafening applause.

Not that there wasn't minor flaws, like how the stilettoes slipped over rose petals strewn on the ramp by little maids and how the pace dragged at intervals, taking the toll on time. A good two hours would have sufficed, to leave a great after taste. But then, the minute flaws went hardly conspicuous against the glaring limelight on the spirited team at *Bride and Groom* magazine and the resounding success of their ambitious first attempt on stage.

Photos by Kavindra Perera

