SUNDAY OBSERVER Fashion Designer of the Year

Beauty and elegance to the fore



The semi final of the Sunday Observer Fashion Designer of the Year is now over. Twenty young finalists will now have to themselves for the prepare Grand Finale on October 16 at the BMICH. The show, since its incention, has been as here. inception has been a landmark event in the country's annual fashion calendar. Glitz and glamour and entertain-ment galore but most importantly, it will launch 20 unknown young talent onto the field. Don't make the mistake of thinking 'unknown means untalented or negligible talent. Every famous artist was unknown once and like Van Gogh, remained unknown all their lives. The Sunday Observer Fashion Designer of the Year, not only offers recourse to twenty young designers to launch themselves but also gives the public and industry at large an opportunity to view their talent. The designers are by no means the only beneficiaries of this show. The public will be able to view talent that is diverse, exuberant and fresh, just like designers themselves. the











That is how the Sunday Observer Fashion Designer of the Year is different. It's not about bizarre and unwearable designs, it's about beautiful, elegant and most importantly, wearable designs.

The contestants have to design four types of wear and will be judged on each of those categories; Sports Wear, Office Wear, Evening Wear and Saris. But meanwhile, you, the public have a role to play in picking a winner as well; the most popular contestant of the year.

contestant of the year.

Reproduced below are the names and pictures of each of the 20 finalists.

May the Best Contestant Win! Singer Sri Lanka is the Official sponsor of the show while Ranjan Dedigama of Gems and Jewels (Pvt) Ltd, Maharagama is the sponsor for the office wear segment. Khalil Masood, CEO of SKM Lanka Holdings (Pvt) Ltd will be the sponsor of the Sports wear category while Coca-Cola Beverages Sri Lanka Ltd is the Beverage Partner. Ramzi Rahaman is the show's official hairdress-

er/makeup artiste.
Chula Nannayakara Ariyaratne will also be presenting a segment on the show and the hair dresser/makeup artiste for her segment will be Saroja Anthonis of Salon Saro.





























