

SUNDAY OBSERVER
the print media sponsor

Asian Fashion Designer

2011



Princy Butani

The competition will be open to all designers and designer institutes in the Asian region.

Seven (7) fashion categories will be made available for the contestants to showcase their designer work.

- Smart casual/ethnic wear
- Evening glamour
- Swim wear
- Office wear
- Lingerie
- Sarees
- Sports wear

All fashion enthusiasts can apply by completing the coupon which is published in this page.

Closing date for entries will be September 30, 2011

The judging panel will comprise elite industrialists and designers in the Asian region.

Selection Process:

An initial screening process will take place to select the qualifying applicants, who will be called for an interview. The applicants are required to present themselves for the interview with sketches pertaining to all seven categories.

The judges will then select the qualifying sketch of each applicant. It is noteworthy that one contestant can showcase only one fashion category at the main event. The winners will be selected and awarded prizes at the main event.

At the main event the finalists will have the opportunity to showcase their talent and gain exposure on an international platform.

All finalists will further have the opportunity of meeting with our main sponsors who are pioneers in the fashion industry.

This event will be held towards the end of this year at a leading hotel in Colombo. The date and venue will be advised in due course.



Name of the Contestant

Gender.....

Address

Telephone No

E-mail

Closing date 30th sep. 2011

**Mail to : No. 5, Layards Road, Colombo 5.
Tel : 077 3527093 / 078 7402448 / 077 8127960
email : disaj@dialogsl.net**

Apex Technologies

There will be a special title for the most popular contestant.

For this a special coupon will be out every week for readers to vote and the winner will be announced at the main event.

A part of the proceeds will be donated to the Sri Lankadhara Society Ltd. in aid of building a classroom for their Pre-school students. Your patronage and contribution is very much appreciated, as such please write or call.

The event is presented by Princy Butani, a leading designer in Sri Lanka who has over 20 years of experience in the Fashion Industry.

She has organised similar events to showcase her

couture collection and exclusive sarees over the years.

Pix: Vipula Amarasinghe