

■ SUNDAY OBSERVER Asian Fashion Designer 2011

The closing date draws near



Princy Butani



BY MAHES PERERA

Just imagine your fashion creations snapped up by the international market! It may have figured in your dreams but it could be a reality if you are the lucky winner of the Asian Fashion Designer 2011. What's more the possibility of you being employed by a fashion industry or getting the opportunity to train abroad to learn the finer points in fashion designing is yours for the asking. Sounds exciting don't you think? So

without further ado mail the coupon published in this page giving all the details asked for and be prepared with your sketches in the categories made available to you. The closing date for the entries is September 30, 2011. The competition is open to all designers and designer institutes in the Asian region.

■ After the closing date, a screening process will take place to select the qualifying applicants who will be called for an interview, at which your creative sketches at the categories have to be presented. The judges comprising elite industrialists and designers in the region will make their selection. Please note that one contestant can showcase only one fashion category at the main event.

■ The finalists will have the opportunity to showcase their talent and gain exposure on international platforms.

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

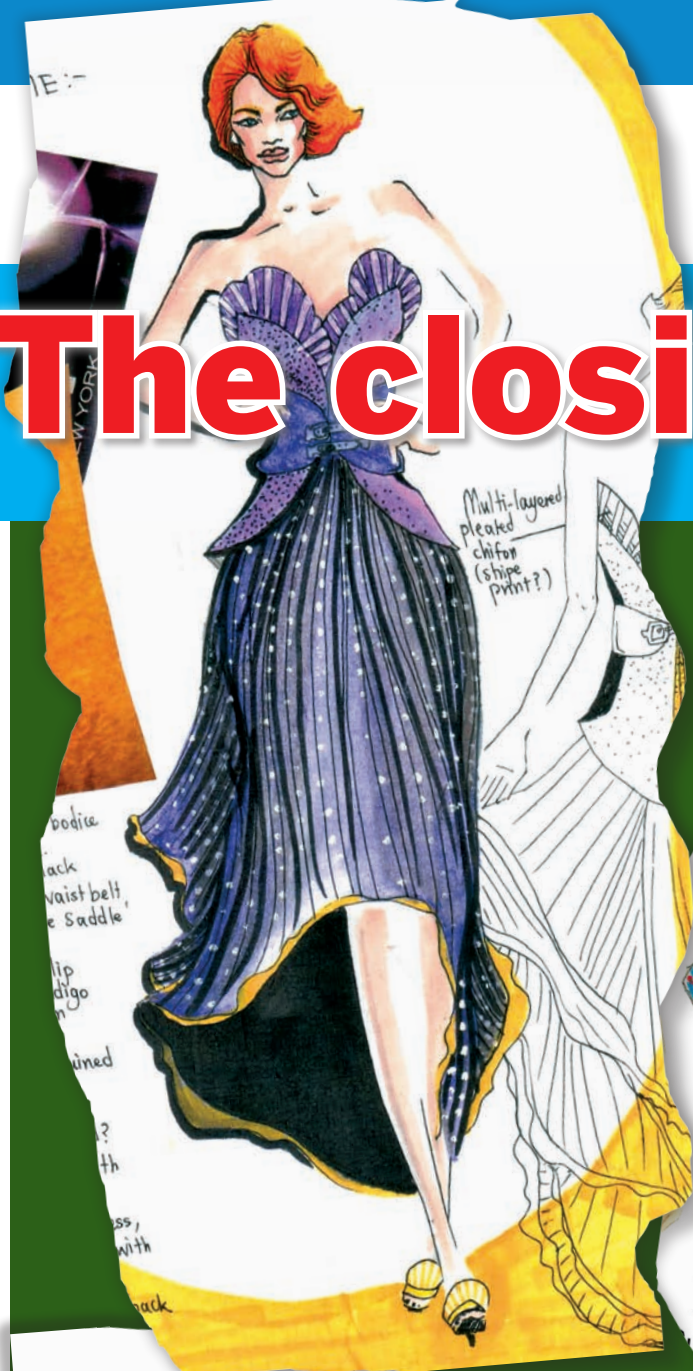
■ The final pageant in all its colourful splendour will be held towards the end of this year at a leading hotel in Colombo. The date will be notified in due course.

■ A special coupon for the voting of the Most Popular Contestant will be published soon and the winner will be announced at the pageant.

■ 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.

This event the Asian Fashion Designer 2011 is organized 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.

"I enjoy creating designs for evening wear, mostly contemporary evening wear. I prefer long dresses that are soothing to the eye in style and creations that flatter the figure. My favourite colours are white, red, yellow, gold and all the earthy colours that are now in vogue. For casual wear my preference is designs that are dainty and accessories should be in line with what you wear. At the last fashion show I held in 2009 I created fashions using handloom material for evening wear, sarees and ethnic wear" says Princy Butani, who holds a CITI Fashion degree and has a natural flair for fashion designing.



Multi-layered pleated chifon (shipe print?)



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NEW YORK Summer '10 Crazy Colour



Multi-layered pleated chifon (shipe print?)

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Multi-layered pleated chifon (shipe print?)

Asian Fashion Designer contest 2011



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

Categories

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