

■ SUNDAY OBSERVER Asian Fashion Designer 2011

Finalists will gain exposure on international platforms



Princy Butani



BY MAHES PERERA

Three and a half weeks more to go for the closing date to move in and we are sure you must be working feverishly on getting your sketches ready in the categories as required for the contest. Your creativity will

no doubt shine through and here's wishing you all success at the screening process and at the interviews that will follow. This is the first time that the Asian Fashion Designer 2011 is being held in Sri Lanka and since the competition is open to all designers and designer institutes in the Asian Region it is important that Sri Lanka becomes the winner.

- 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 for the event will be notified in due course.
- Voting for the *Sunday Observer* Most Popular Contestant will commence soon and the winner will be announced on the evening of 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.

The Asian Fashion Designer 2011 is organised by Princy Butani a leading designer in Sri Lanka who has over 20 years of experience in the fashion industry. She has organised fashion displays to showcase her couture collection and exclusive sarees over the years.



Asian Fashion Designer
contest 2011

Name of the Contestant

Gender.....

Address

Telephone No

E-mail

Closing date 30th sep. 2011

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Apex Technologies

Categories

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