

**Hurry!** The closing date is a week away



BY MAHES PERERA

er 2011. That's your cue if you were sitting on the fence, dilly dallying, "shall I or shall I not enter the competition." Put your vacillating thoughts behind you and rush your coupon pronto, because you've got only one and a half weeks more before the closing date September 30 moves into everybody's radar.

This is a competition that opens the doors for the expression of your hidden creativity. So, hurry get your papers, pencils and colour paints into play and make your cherished dream a reality. Collect your ideas together and prepare your sketches in the seven categories published in this page.

They are Smart/Ethnic wear, Evening glamour, Swim wear, Office wear, Lingerie, Saree, Sports wear. Just imagine if you are the winner in the contest, your designs could be chosen to be showcased not only on Sri Lankan catwalks but on international ramps! That's saying a lot!

All designers and designer institutes in the Asian region can participate in the competition and the presenter Princy Butani informs us that the jury panel will comprise elite industrialists and designers in the region. Moreover, fashion enthusiasts who were not involved in the fashion industry and are interested in fashion are invited to enter the competition. Soon after the closing date September 30, a screening process will take place to select the qualifying applicants who will be called for the interviews. At the interview the sketches for the seven categories have to be submitted by the contestants and the judges will select

One of Sri Lanka's most powerful customer friendly conglomerate Singer has joined the *Sunday Observer* to select and crown the *Sunday Observer* Singer Asian Fashion Designer

the qualifying sketches of each applicant. All finalists will have the opportunity of meeting the main sponsors who are pioneers in the fashion industry.

The *Sunday Observer* Singer Asian Fashion Designer 2011 contest with a spectacular pageant will be held at a leading hotel in Colombo.

Further good news is that the *Sunday Observer* Most Popular Contestant will be a special feature and for this the coupon will be published each week for readers to participate by voting their favourite contestant. The winner will be announced at the evening of the glittering pageant.

Part of the proceeds, according to the presenter Princy Butani will be donated to the Sri Lankadharma Society to build classrooms for the pre-school students.

If you are interested in making a contribution please contact Princy Butani on 077 3527093/0778127960 /0787402448. Princy is a leading designer in Sri Lanka and has over 20 years of experience in the fashion industry.

She has organised events to display her couture collection and exclusive sarees. Currently her collection of sarees is available at Benares, Crescat Boulevard.



### Categories

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

*Asian Fashion Designer contest 2011*

Name of the Contestant.....

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Gender:.....

Address: .....

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Email: .....

**Closing date 30th Sep. 2011**

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