



## SUNDAY OBSERVER SINGER

### Asian Fashion Designer 2011

## A stepping stone to

# International catwalks



BY MAHES PERERA

The *Sunday Observer* Singer Asian Fashion Designer 2011 contest with a spectacular pageant will be held at a leading hotel in Colombo. This will mean that you will be centre stage displaying your creations and who knows if luck shines your way these attractive creations will be showcased on international catwalks as well and your future career is automatically made. The presenter Princy Butani is eagerly awaiting the opportunity to view your sketches in the seven categories because she is

confident that your creativity is of a high standard hitherto not brought forward to the light.

All designer and designer institutes in the Asian region can participate in the competition and the jury panel will comprise elite industrialists and designers in the region.

Those fashion enthusiasts who hitherto were not involved in the fashion industry but are interested in fashion are invited to participate in the competition.

Soon after the closing date September 30 the screening process will take place to select the qualifying applicants who will be called for the interviews. The sketches will have to be submitted at the interviews by the contestants and the judges will select the qualifying sketches of each applicant.

All finalists will have the opportunity of meeting the main sponsors who are pioneers in the fashion industry. More good news is that the *Sunday Observer* Most Popular Contestant will be a special feature and to participate in this, the coupon will be published for readers to mail in their favourite contestant.

The winner will be announced with splendour at the evening of the pageant.

Part of the proceeds according to the presenter Princy Butani will be donated to the Sri Lankadhara Society to build classrooms for the pre-school students. If you are interested in making a contribution please contact Princy Butani on 0773527093/0778127960/0787402448. 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 is available at Benares, Crescat Boulevard.

### Categories

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

Asian Fashion Designer contest 2011

Name of the Contestant.....

Gender:.....

Address: .....

Email: .....

**Closing date 30th Sep. 2011**

Mail to: No 5, Layards road, Colombo 5.  
Tel: 0773537093/0787402448/0778127960  
Email: disaj@dialogsl.net

**SUNDAY OBSERVER SINGER** Benares