

# Create a new world in style



BY MAHES PERERA

**A**ugust 5 has come and gone and now the rush will begin to get your sketches ready to suit the categories that were published. Get your think tanks ticking and be ready to make your mark in the world of fashion.

As you read this you may have been asked to present yourself for the interview - the passport to be a professional fashion designer. Karl Lagerfeld, the leading international fashion doyen made the comment "Fashion designers are dictators of taste". He couldn't be more right. Because at your doorstep lies the authority to veer away from the norm and create a new world in style and colour that will be followed by the fashion conscious. To nudge you into quick action the categories for you to choose from are bridal wear, kiddies wear, winter wear, saree wear, evening wear, office wear, sports wear, lingerie and casual wear.

Winners in the contest will also receive scholarships in Fashion Designing Technology, courtesy of Fashion Tec. The diploma will take you through all the intricacies of fashion designing including requirements for an international market. The *Sunday Observer* is the print media partner while the Grand Oriental Hotel is the official hotel. The other sponsors are Sterling Flowers, Semage Mirrors, Rite Shu, Elegant Smockers, Furnifits and YFM Radio.

## Knowledge of fashion design for local and global market

The Executive Director and Senior Lecturer Fashion Tec Athula Ranwala said "It is important that our students gain a detailed knowledge in fashion creating not only for the domestic market but also for international requirements including



**Athula Ranwala**

marketing management, mass production and pattern cutting in gents wear, ladies' wear and childrens' wear.

We guide them in high quality methods in cutting, sewing and finishing and give them the opportunity to handle three Dimensional apparel design system and the pivoting system. I'm happy to say that about 1,000 students pass out and find work in the apparel industry. We also have refresher courses, because fashion designs undergo seasonal changes, and a yearly contest by the *Sunday Observer* is a good incentive for youth", said Athula Ranwala.

