

Sunday Observer **SINGER** Plus

Designer of the Year 2013

Presented by Cats Designer Circle



The well-known personality associated with fashion in Sri Lanka Kishu Gomes and CEO Caltex was happy to give his impressions of the Sunday Observer Singer Plus, Designer of the Year 2013, contest



The **buzz** unfolds today



BY MAHES PERERA

The buzz and the excitement begin today!

It's 'all set' for the many contestants who have been instructed to present themselves with their sketches of the categories of their choice at the Grand Oriental Hotel, Colombo.

The interviews will commence at 9.00 am sharp. So don't be late. Get to the GOH early, by 8.30 am would be ideal, and you

will not be left out. The competition is going to be tense what with so many entries received from so many contestants.

As to how many will be given the green light - well your guess is as good as mine. Fashion is a powerful industry and this contest gives you the freedom of individual expression to achieve recognition in the fashion market globally. Just in case you need to double check and clarify any details, today being Sunday, please call 0777305771 (Vipula Amerasinghe) and sort out any problems with him.

The glittering pageant will be held on June 30 at the host hotel, the Grand Oriental Hotel. The presenters have organised interesting events for all to

participate and enjoy. The contestants will enjoy free entrance on the semi-final day and on the final night for the Cats Night at the B52 night club. The excitement will commence after 8.00 p.m. on each day with a live band and an eye catching and colourful fashion show. The Sunday Observer Most Popular Designer Contest will begin on June 12. The coupon will be published on that day to enable readers to be a part of the glittering pageant which is important to the contestants.

The official hotel is the Grand Oriental Hotel, Colombo and the other sponsors are Sterling Flowers, Semage Mirrors, Mal Key Rent-a-Car, Beautine Astron, Furnifits, Ferla Apparel Tec and Rite Shu.

“Globally, the fashion industry as a whole is huge and highly profitable. Sadly, the best designers and designs come from mainly the western world that are franchised by the rest of the world at a significantly high cost.

“We in Sri Lanka have been too much dependent on foreign designs to make garments for the rest of the world and not paid adequate attention to developing the world-class designers yet, though we have seen several attempts made by various groups at different times.

“The initiative taken by Kumudu Amarasinghe for the number one weekend paper, The Sunday Observer together with Singer Sri-Lanka is commendable given the reliance on the fashion industry to boost our economy going forward.

“We have all other elements such as manufacturing capabilities, people capabilities and technology but designing being the limitation to be an independent fashion entity with high demand. So, any move to develop local designing capabilities such as CATS AWARDS is of strategic importance to our country- needless to say that there is a positive social impact created thru the same activity too.

“As a fashion conscious man in the country, I truly admire this program and wish all those who are involved in it best of luck”.



The 10 categories include

- Winner
- 1st runner-up
- 2nd runner-up

Overall winner will include

- 1st runner-up
- 2nd runner-up
- 3rd runner-up

Most Popular Designer

– watch out for details

Best Model

– watch out for details

