

Pictorial



Fouzul Hameed with models

'Concept 2015' FH Studio Takes menswear to new heights

The FH Studio takes exclusive menswear to new heights with the second edition of its annual 'Concept' show.

'Concept 2015', a fashion show of international class is conceptualised by renowned men's fashion consultant, Fouzul Hameed which will enhance the Sri Lankan men's fashion arena.

'Concept 2015' was held recently at the Waters Edge which showcased an exclusive range of menswear that transformed the 'Man of today' into the 'Man of tomorrow'.

'Concept 2015' showcased a nine collections, which included the Blue Story, a Printed Look, Denim Look, Italian Look, Indoor Western Look, Fusion Look, Formal Look, Power Dressing Look, and the Ceremonial Look.

Inspired by European architecture and the

colours of nature, this show forecast fashion trends a year in advance, allowing men to be well aware of the trends they need to look out for and dress for different occasions.

Adding an element of glamour to the show, renowned local and international models showcased each collection at the event.

Managing Director of the Hameedia Group, Fouzul Hameed said, "A man needs many things in life to be complete, which is a healthy life, comfortable travelling, perfect grooming, ease of mind and a heart to give back to society. 'Concept 2015' show revolved around that purpose. Last year we took a great leap forward by launching our very own fashion show.

The Concept show has been created to change the landscape of menswear fashion in Sri Lanka. The way someone is dressed defines his personality and this show is all about show-

ing the extensive range of clothing that we create for men. It's all about showing men that their clothes need not be rudimentary and discreet and the show helps men realise that they can make great fashion choices for every occasion.

"Prasad Bidapa came on board again this year as the Choreographer for the 'Concept 2015'. We are honoured to partner with him, and his experience and expertise undoubtedly give the show an international look and feel, making it the most anticipated menswear extravaganza in the local fashion calendar", he said.



Hasani Gunasekara with husband



Ranjith and Ramani Fernando



Rozanne Dias with husband



Kamini Mukundan and Nayana Karunarathne



Angelo Mathew with wife



Dayan Vitharana



Saranga Disasekara



Infaz with a friend



Nelendra Deshapriya with wife



Ramani Arsakularatne



Asoka Handagama and Vimukthi Jayasundara



Indeewari Yapa Abeywardhana and Sahan Hewadewa