

# A SHOW

**A** glimpse of casual chic men's wear was the highlight of the fashion circle in Colombo last week when EL Holdings, the designer, manufacturer and distributor of EKKO established in 2013 under the ownership of Lalantha and Erosha Watudura, gave a show of what's to come.

EKKO was judged the Industry 'Best Brand' at the Mercedes Benz Fashion & Apparel Awards in 2015 which added prestige and value to the brand, and since then, EKKO has been making giant strides with a dedicated following among both fashion conscious Sri Lankan men as well as discerning foreigners who appreciate the fine Cotton and Linen wear that EKKO is known for.

Speaking at the event which was endorsed by Mercedes Benz in recognition of EKKO being a winner at the Mercedes Benz Fashion & Apparel Awards, Chairman & Creative Director of EL Holdings, Lalantha Watudura said that soon EKKO would launch their formal line of clothing as well. "With the expertise and passion for making great apparel, combining premium quality fabrics and quality designs, EKKO was created to cater to both young as well as mature men", said Watudura.

Among the speakers were Founder Sri Lanka Design Festival, Linda Speldewinde, Business Unit Manager, Mercedes-Benz Passenger Vehicle Sales, Dinesh Gunaratne, President of Colombo Fashion Week, Ajai Vir Singh and Founder & Chairman of Kapruka, Dulith Herath.

The EKKO Online Flagship Store was launched by Cricketer Dinesh Chandimal while a fashion show of select garments as well as a sales outlet of EKKO garments made it a memorable fashion experience.

