

■ SUNDAY OBSERVER SINGER® Asian Fashion Designer 2011



ASTOUNDING CREATIVITY



BY MAHES PERERA

September 30 has come and gone and what a rush it has been for you we're sure, getting your sketches ready to suit the categories that were published. No doubt you must be exhausted working your fingers off and storming your think tanks! But then, think of the outcome, the pleasure of being one of the lucky contestants to be selected for

the interviews and then later for that all important glittering pageant. Keep your fingers crossed – that you will be the lucky winner.

The presenter Princy Butani was 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. She hopes that those fashion enthusiasts who hitherto were not involved in the fashion industry but are interested in fashion have participate in the competition.

The screening process will take place to select the qualifying

applicants who will be called for the interviews. The sketches will have to 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