

# URBAN TRENDZ OFFERS MANY BRANDS UNDER ONE ROOF



The modern façade of Urban Trendz



A range of branded wear at the store



(L-R): Faizal Mahuroof (Head of Sales - GMT), Colonel Chandoke (Managing Director & CEO - Victorinox, India), Sebastian Lukose (Regional Director - Raymond Weil), Debraj Sengupta (CMO & Country Head - Victorinox Watches, India) and Sameer Sikka (Country Head - Victorinox Travel Gear & Modern Retail, India)



A D A Jawzi and A D A Jezmi, Proprietors

Urban Trendz, which opened its doors in Colombo 3, is the latest multi-brand retail store in Sri Lanka. The modern showroom offers an assortment of high quality global brands.

The store has collections from United Colors of Benetton, Indigo Nation, AND, Global Desi, FabAlley, Allen Solly, Van Heusen, V Dot, John Miller, Scullers, Jealous 21, Swiss Gear, Killer-Jeans, Victorinox, Baggit, Breakbounce, British Cosmetics, Lakmé, Amanté, Triumph, Jockey, RLJ Jewellery and GMT Watches.

This is the most widespread mix of brands to be displayed under one roof in the city of Colombo. The store collection is considered

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to be a broad range because the brands represent a diverse set of categories; including Apparel and Innerwear, Luggage, Travel Gear, Wristwatches, Jewellery as well as Cosmetics in addition to the several renowned fashion accessory brands. Products at Urban Trendz are economically priced, keeping both the urban and suburban shopper in mind.

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Under the GMT banner shoppers at Urban Trendz will find a vast array of timepieces from globally famed brands such as Hugo Boss, Lacoste, Ferrari, Timberland, Police, Gant, Swiss Military Hanowa, Raymond Weil, 88 Rue Du Rhone, Earnshaw, James McCabe, AVI-8, Lee as well as Maserati.

Another exciting retail venture by Royal Lanka Agencies, the main emphasis of Urban Trendz is to create multi-brand retail availability, which caters to a wide range of consumers. Designer fashion and the very glamorous consumer trends come together at the store, which has been created to provide a complete retail experience in keeping with global standards. Through their extensive collection, Urban Trendz is ready to cater to the needs of the style savvy customers. ☐