Amante Premium Lingerie For The Sri Lankan Woman

Amanté made its debut in Sri Lanka in October 2012, being the first 100% homegrown intimate wear brand to do so. Its powered by inspiration from across the world in sourcing of apparel, design, manufacturing and distribution that is fitting for a world class brand.

Amanté, launched in Sri Lanka as a premium collection of international standard lingerie for women, is a proud presentation of MAS Holdings, South Asia’s largest intimate apparel exporter and manufacturer with 25 years experience in the industry. amanté embodies over two decades of manufacturing excellence held by MAS and exposure to the most niche markets in intimate wear, which results in the highest quality intimate wear. “With the launch of amanté we have fulfilled an ambition that MAS had for a very long period, which is to create our very own brand that will reflect our expertise and experience in the industry” said Ajay Amalean, Director, MAS Holdings and amanté.

The amanté brand is developed specifically for South Asian women – to suit their body structure, expectations and needs – and is customised for our own women. “In this part of the world, manufacturer’s rarely use the expertise to cater to their own people, as their focus is more on producing for international brands and specifications. We were able to make a difference by using our knowledge and capabilities to cater to the women of South Asia” stated Ajay Amalean.

MAS introduced amanté to cater to an unmet need for elegant, fashionable and comfortable lingerie in the South Asian market. The brand was launched in India in 2007, and in a short span of five years has managed to become a clear force to reckon with. In fact, the brand was recognised as the “Product of the Year” in the intimate-wear category by the Indian consumer, in the largest independent survey facilitated by AC Nielson in 2010.

“amanté is for the modern woman who is confident, wants to look good and feel good about themselves. It is a luxury that our women deserve.” added Ajay. “We are confident about the acceptance of our product in the market, early indications are even better than what we anticipated. It clearly shows that we are catering to the Sri Lankan woman who believes she deserves the best in products and quality, and rightly so,” he concluded.

amanté products are available at Cotton Collection in Dharmapala Mawatha, Beverly Street in Colpetty, Glitz store in Hyde Park Corner, Cool Planet in Pelawatta and the anything.lk website and outlet. The brand plans to expand the supply further by partnering with retail stores throughout the island, and also plan for an independent retail store to offer consumers a unique shopping experience in the near future.