Designer Jaishree Of Aashkii To Launch Jai Collection



Jaishree Parathalingam Jayesingha is a designer that possesses the unique ability of creating visually stunning pieces that blends in vibrant colours. Her creations are breathtakingly beautiful and the inspirations for these wonderful collections are derived from her life experiences and the surrounding environment. With an initial focus on sarees and western attire, Aashkii at Maitland Crescent, Colombo 7, her first boutique store and Aashkii at the Arcade Independence Square houses an alluring range where guests can select truly distinctive pieces to add to their wardrobes.

Sketching designs has always been part of Jaishree’ s life ever since her teenage years, and as she grew older, the hobby took a more passionate turn where she was

inspired to design and create her own clothing. Expanding her abilities to create clothes for friends while juggling the responsibilities of motherhood, Jaishree went on to open Aashkii in 2006.

“I have always been interested in fashion,” said Jaishree. “I really started to think about having my own boutique store after designing clothes for my friends. I started off with my own collection and opened Aashkii.”

Aashkii boutique store at Maitland Crescent has a decidedly different vibe from the store at Arcade Independence Square. While No 1 Maitland Crescent depicts a more ethnic style with vibrant hues, No 22 Arcade Independence Square is designed & built to international standards. Maitland Crescent is home to the vibrant sarees created by Jaishree, a range of sarees, handpicked, from Satya Paul and limited western attire whilst Arcade Independence Square carries a wide range of attire, all designed by Jaishree and a selection from Ritu Kumar, renowned Indo-Western designer from India. Jaishree’ s designs, which she calls a fusion range, vary from sarees, to western clothes such as dresses-short and long, skirts, tops and pants that are designed using choice fabrics with batik prints, tie dies and unique motifs.

In Jaishree’s opinion the most important thing in creating a piece of clothing or saree is the fabric, design and colour used. She personally designs every piece of clothing in her line and uses choice fabrics such as satin, chiffon, silk, linen and soft cotton among others. “I use high quality fabrics that sits beautifully on the wearer where the designs that I create come to life and this is one of the success of my designs,” she said.

Jaishree, ready to take the next leap, is officially launching her brand, Jai Collection 2015 at Aashkii, Arcade Independence Square on December 4, 2014.