

# Envoy Concept 2018 By Hameedia



Leading menswear specialist Hameedia presented Envoy Concept 2018. The annual one-of-a-kind fashion show in the island drew inspiration from global standards of menswear fashion.

The title theme for the fifth edition of Envoy Concept was 'CurioCity', aiming to inspire urban men to embrace curiosity and intrigue when it came to grooming and fashion. The show strives to encourage gentlemen from all walks of life and professional backgrounds to learn more about the latest trends in the fashion industry, thereby equipping them with the knowledge and expertise needed to combine chic, varied and timeless looks.

Commenting on Envoy Concept 2018, Fouzul Hameed, Managing Director, Hameedia as well as celebrity fashion consultant said, “The Concept show is at the forefront of the Sri Lankan fashion industry and is the most highly-anticipated men’s fashion event of the year. Initiated as a stepping stone to transform the menswear fashion industry in the country, the show has become bigger and better each year, and now features an expanded portfolio of world-class garments.”

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CurioCity featured seven exclusive clothing collections: Down to Earth, Art in Loom, GENZ, De Rigueur, Prince of Wales, Contemporary, and Celebrate Life. These comprised shirts, trousers, jackets, kurthas, printed shirts, smart-casual must-haves, clothing for power dressing and an array of formal attire. Tailored with the finest fabrics and trimmings, each collection embodies the essences of confidence and sophistication, enabling gentlemen to step out in style on every occasion. This year also saw more natural fabrics and prints being used.

Envoy Concept 2018 was graced by Jack Eyers, Mr England 2017/2018 and Brand Ambassador of Envoy London. Accompanying him were Jack Heslewood, First Runner-Up and Zac Oldershaw, Second Runner-Up of Mr England 2017/2018.

Hameedia strives to serve society, thus, Envoy Concept 2018 featured fundraising initiatives in aid of the My Friend charity for the education of children at underprivileged schools in Sri Lanka.

