


# Glitz Unveils A Unique Retail Destination




**The flagship outlet of Glitz in Mount Lavinia was relaunched to introduce a new dimension to its customers' shopping experience by offering a wide range of premium quality in-house brands.**

The relaunched outlet was ceremonially declared opened by N L M Mubarack, Founder and Chairman/CEO, Glitz, following the hoisting of the National Flag and the company flag.

The spacious 22,000 square foot retail space offers an exciting shopping experience as shoppers are given the opportunity to select from a range of high quality global and in-house brands. The relaunched outlet showcases a wide variety of apparel,

cosmetic items, accessories, footwear, homeware, stationary and lifestyle products, highlighting the importance of appealing to a wide variety of shoppers with diverse interests.

At Glitz customers can choose from an array of premium in-house brands including Basic Collection, deedat, NLM, MBRK as well as Huff and Dee and its ethnic wear collection, Pallu. Singing Fish is its exclusive swimwear collection, which features comfort as its main attribute. The vibrant Pink Elephant collection at Glitz offers signature Sri Lankan products. These homegrown brands are manufactured using the finest materials that add value to the end product.

Aspiring to serve customers better, Glitz has designed the layout of the outlet in a unique way, giving the emphasis to the exact need and preference of customers. The outlet is able to cater to the needs of each visiting customer with the assistance of the staff. Glitz ensures its clientele is keeping pace with carefully selected pieces to create fashion statements.


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