

Hameedia Signs Up With Indiaâ€™S Madura To Expand Product Offering



Sri Lanka’s menswear specialist Hameedia signed up with Madura Fashion & Lifestyle, India’s largest and fastest growing apparel player, to import and distribute leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England in

Sri Lanka.

The agreement which covers a period of three years was inked by Hussain Sadique, Deputy Managing Director – Hameedia and Shoaib Farooqi, COO – Madura Fashion & Lifestyle in the presence of distinguished invitees and media.

Says Hameedia's Hussain Sadique, Deputy Manager "Our intention is to offer the Sri Lankan male a truly international retail experience in terms of unparalleled selection and convenience. The two fashion power houses – Hameedia and Madura Fashion & Lifestyle – will join hands and launch a concept store under the brand name Planet Fashion. This store will exclusively retail all products under the four brands – Louis Philippe, Van Heusen, Allen Solly and Peter England".

Madura Fashion & Lifestyle's COO, Shoaib Farooqi said, "We're pleased to sign up with a top Sri Lankan corporate of the calibre of Hameedia. The Hameedia brand is known not only in its home country, but also internationally. Here is a common feature which binds us both in terms of quality, visibility and product offering. This is undoubtedly a win-win situation for both parties and I am confident that this augurs well for greater times in the years to come".