

Hameedia Unveils The Colours Of Linen

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The sarong never looked so stylish. It has undergone a couture makeover in the hands of Sri Lankan men's fashion brand Hameedia. A first of its kind, the new Linen kurtha, shirt and sarong collection is for the sartorially-savvy man.

The collection comes with clean-cut and refined designs in a myriad of 25 colours from deeper hues to muted shades and two-toned clothing. The sarongs featured in this collection exude sophistication balanced with comfort and will be available in ready-to-wear designs and also made-to-measure.

Customers have the flexibility of mixing and matching colours to achieve their perfect look, the collection is ideal as the perfect gift and comes in gift boxes.

The updated sarongs have been designed for versatility and are suited for day wear, smart casual and formal. The sarong can be worn with either a kurtha top, tunic collared shirt or a regular collared shirt while selected shirts now come with pin tux design.

Fouzul Hameed, managing director - Hameedia, said, "The potential for Sri Lankan menswear has never been more exciting. Around the world, stylish menswear has come of age and has gained momentum. It is time for Sri Lankan menswear, too, to push the boundaries of style and sophistication."

Natural, lightweight, lint-free and long lasting, the linen used comes from the finest Irish yarns. Its texture lends itself to crispness in design, allowing its wearer to look effortlessly stylish with minimum hassle.

Launched at the Envoy Concept 2016 Fashion Show, the collection is especially designed in linen for its unique silhouette. The collection's linen fabric allows for breathability and coolness in hot and humid summers.