

# Hameedia's launches online tailoring

Hameedia recently launched its online tailoring facility, a first in Sri Lanka's clothing industry. Fouzul Hameed, Managing Director, Hameedia, says that the website - [www.hameedia.lk](http://www.hameedia.lk) - is powered by innovative technology. "It is a virtual shopping mall and offers visitors a range of modern facilities. Its custommade easy-to-understand tailoring module takes customers step-by-step through the ordering process - from product, style and fabric selection to measurement entry, product and order costing and checkout."

The use of a detailed measurement chart ensures the perfect fit. A high degree of customization is also possible whereby customers can literally "see" the composition of their garments - fabric, style, fit and color. The tailoring module allows customers to forward their tailoring requirements for shirts, trousers, blazers and suits to be executed to perfection and quality by the qualified and experienced team of tailors at Hameedia. The website also gives customers the option of purchasing readymade clothing, checking current sales promotions, and getting more details of the company's showroom network. Ha meed says, "Online tailoring is probably a first in this part of Southeast Asia and we at Hameedia are proud to be the very first to offer this facility in Sri Lanka."