

# LiCC Jeans: Recognised With Excellence Award



Long Island Clothing Company (LiCC Jeans), a trendsetter in the Sri Lankan fashion industry is a contemporary denim ware brand in Sri Lanka. Attesting to the excellence that they have achieved so far, LiCC Jeans-Hirdaramani Group's own brand-was awarded the prestigious "Global Commerce Excellence Awards 2014".

The Awards was organised in association with the Central Bank of Sri Lanka and the Shippers Academy. Speaking of the achievement Rajeev Samarasinghe, CEO of LiCC Jeans said, "we are very proud of our achievements in making LiCC a leading brand in just three years in the Sri Lankan Market, since it's relaunch in 2011."

LiCC Jeans was also part of the Sri Lanka Design Festival. Exhibiting a myriad of designs at the fashion show, a main highlight of the Festival, LiCC showcased their unique fashion sense and flair that was easily on par with the international fashion scene. The creations of LiCC was applauded and well received by the enthusiastic audience who were present at the fashion show.

The brand also sponsors events that speaks to the hearts of the youth in Sri Lanka. As such they have sponsored Tantalise, an inter-university talent competition organised by the Student Activity Club of the Asia Pacific Institute of Information Technology (APIIT) and the Battle of the Bands just to name a few.

The LiCC Jeans is Hirdaramani Group's own brand. The Group has a proud legacy of nearly 120 years along with a remarkable journey in the Apparel Industry. With the experience and knowledge of over a century in the field, the company is forever keeping on par with the changing fashion trends to bring the best possible to the country. LiCC is one such brand of the group where they have catered to the demand of the youth while also paying attention to present a range that would appeal to all ages, styles, and genders. The brand is also a testament to the company's endeavour to reach all its clientele with fine new designs and creations. LiCC Jeans aspires to be a leader in denim wear locally while reaching out to become a globally renowned brand as well.

Available in more than 50 leading fashion outlets island wide, some of the popular retail chains carrying the LiCC brand include Glitz, Nolimit, Cool Planet, Odel, Fashion Bug, Cotton Collection, Beverly Street, Diliganz, Romafour, K Zone, 7 Stories, Kandy, Saratha's, Abstract, Emerald Store and Steel blue.