Little Asia Silk Emporium Expands Store With New Men’s And Children’s Section



Little Asia Emporium, the flagship store of the fashion chain located in Wellawatta, completed its successful 13th year in 2013. To commemorate this occasion, the all new Little Asia Silk Emporium was opened in Main Street, Pettah in 2012. The new store was further expanded recently with new floor areas, specialising in men’s and children’s clothing.

“We are happy to see the good progress of our new branch, which is not more than nine months. We experienced high demand for branded men’s and children’s clothes in Main Street, which encouraged us to open separate new floors. We always focus on fashionable and high quality clothing and will maintain our standards in the future to offer the best at very competitive prices to our

customers,” said R Rajamanikkam, Managing Director of Little Asia Emporium.

The latest exclusive men’s wear section at Little Asia Silk Emporium is housed on the new fourth floor of the building and offers a wide range of new clothing to suit different occasions.

The menswear collection consists of various ethnic wear styles including kurtas, sherwanis, linen pants as well as Indo-western style and casual wear clothing. Bridegrooms are given a wide variety of choices at the new extension of the store, with styles and designs ranging from Indian, western and Indo-western.

The new floor for children’s wear offers casual, party and ceremonial wear ranging from western style dresses, blouses, pants, two piece items to shalwars, cholies, kurtas for both boys and girls.

Little Asia, which is known for ladies clothing has introduced a new collection of ladies attire including sarees, shalwars, cholis, shararas in different new shades for the upcoming months, which is the popular season for weddings. There will be special promotions and attractive discounts during these seasons in store for all customers who visit the two outlets.

