Ministry of Brands opens second outlet at One Galle Face Mall

Sri Lanka’s first off-price retailer expands footprint with 7,000 sq. ft. store at Colombo’s premier lifestyle destination



Ministry of Brands launches its second outlet at One Galle Face Mall, bringing global fashion and lifestyle brands under one roof.

Ministry of Brands (MOB), Sri Lanka’s first off-price retailer, has officially opened its second outlet at One Galle Face Mall, marking another major milestone in the company’s rapid expansion since launching earlier this year. The new store, located on Level 4 of the mall, welcomed shoppers on April 26, 2026, and has quickly emerged as one of the most talked-about retail openings of the year. Ministry of

Brands introduced the globally successful off-price retail model to South Asia for the first time.

The concept enables customers to purchase genuine luxury, premium, and high-street brands at significantly reduced prices, while also contributing to more sustainable retail practices by giving excess inventory a new route to market. Following the successful debut of its flagship store on Duplication Road in February 2026, the company says customer response has exceeded expectations, driving momentum for further local and international expansion.



Asgi Akbarally and Ramzey Hammoud officially cut the ribbon to open the second Ministry of Brands outlet at One Galle Face Mall.

MOB is now preparing to launch its next store in Pakistan, with plans underway for additional outlets across South Asia and Australia. Ministry of Brands offers more than 2,000 international and designer labels across womenswear, menswear, childrenswear, homeware, and accessories. Brands available in-store include Gucci, Valentino, Zara, Michael Kors, Ralph Lauren, Tory Burch, Farm Rio, Alice + Olivia, Lacoste, On Running, Pull&Bear, Puma, UGG, HOKA, Brooks, Air Jordan, Brooks Brothers, Carter’s, and The North Face, among many others. Aamir Akbarally, Director, Ministry of Brands, said the strong response from shoppers reflects

growing demand for accessible global fashion in Sri Lanka.



General Manager of One Galle Face Mall, Sachin Dhanawade, along with his team, was joined by the Directors of the Ministry of Brands, Ramzey Hammoud and Aamir Akbarally.

“Customer feedback for Ministry of Brands has been promising, and we’re focused on earning trust and building a lasting relationship with our ‘MOB’ community. Through our off-price model, we’re removing the barriers that have traditionally limited access to authentic international designer brands, making them available at affordable prices, right here at home. As a new entrant to the local retail landscape, we remain guided by our values of integrity in business and are very actively listening to our customers. Their insights are shaping how we refine our offering and elevate the in-store experience to meet international standards,” he added.



Tyeab Akbarally, Chairman, Akbar Brothers.

MOB’s off-price model also offers a treasure-hunt-style shopping experience, with fresh collections arriving daily and limited quantities of each style. In many cases, only one or two pieces of a design are stocked, creating a sense of exclusivity and discovery for shoppers.



Hussain Akbarally, Farida Akbarally, Aamir Akbarally and Huzefa Akbarally.

Each outlet carries a distinct merchandise mix, ensuring a different experience across both locations. The new One Galle Face Mall store spans 7,000 square feet and has been designed to deliver a spacious, premium retail environment. Merchandise is carefully organized by category and size, allowing customers to browse with ease across fashion, accessories, and home essentials.

Ramzey Hammoud, Director of Ministry of Brands, said the new location would further strengthen awareness of the concept among Sri Lankan consumers. He expressed, “We are delighted to open at One Galle Face Mall, one of the country’s leading retail destinations. Its strong footfall gives more people the opportunity to experience the offprice retail concept for the first time. By making some of the world’s most sought after luxury and designer brands accessible to Sri Lankan

consumers, with every product guaranteed to be original and authentic, we are pleased to play a role in strengthening Sri Lanka’s appeal not only as a premier tourist destination, but also as an emerging shopping destination.”

In addition to fashion and accessories, Ministry of Brands has now introduced a dedicated homeware and bedding collection, further positioning the store as a one-stop shopping destination. Customers can shop for everything from partywear and casualwear to intimate apparel, swimwear, athleisure, sportswear, children’s wear, baby accessories, jewelry, and more. Across all categories, prices remain highly competitive, with discounts of up to 90 percent off original retail prices. With two successful openings in under three months and international growth already underway, Ministry of Brands is poised to redefine value retail across the region.



Prathibha Liyanarachchi — Miss World Sri Lanka 2025 at Ministry of Brands.



Sanath Jayasuriya with son Ranuk Jayasuriya.

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