

# **Rachel Raj Launched In Sri Lanka**

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Rachel Raj, the luxury fashion brand with a vintage appeal, has been launched in Sri Lanka and has already partnered with Takas.lk for online sales in the country. It is currently also operating in the USA and UK through private vendors. Rachel Raj has furthermore established operations at 'The Fortress', Koggala, Sri Lanka and in Colombo, with a 'Boutique within a Boutique' concept at 34, 27th Lane, Colombo 3.

The company's style is reflected in the different labels that fall underneath the Rachel Raj umbrella. These include Occasion Wear by Rachel Raj, Gypsy by Rachel Raj (resort wear), Gypsy Man and Rachel Raj Sarees, all designed to flatter and complement the versatility of all body shapes and sizes. Rachel Raj offers the service of a personal stylist, to assist customers in picking out their wardrobe to suit Rachel Raj's chic fashion styles, which is a first in Sri Lanka, in addition to the Rachel Raj blog that provides tips and tricks.

The 'Rachel Raj Occasion Wear' collection features exquisite evening gowns and cocktail dresses said to evoke the feel of luxury, while their resort wear collection, labelled 'Gypsy', is inspired by colour, freedom and adventure and came to life in the year 2012. With its range of kaftans, chic shift dresses, smart pants and boho skirts, the collections evoke the feel of tropical life and beckon the wearer into the colourful world of a gypsy, with sensuous materials, Indian prints, pure cotton, pure silk, chiffon, crepe chiffon, soft linen and the fusing of the traditional charm of Ceylonese Batik in a modern twist.

Sarita Rajandran, founder and managing director, said, "Rachel Raj strives to manufacture luxury clothing responsibly that not only exemplifies one's lifestyle, but enhances the ability to live it. We aim to inspire and connect with our clients - to help them put their best selves forward every day."

Born in Sri Lanka, Sarita Rajandran began her 15-year career in marketing, and with her love for fashion and acquired skills, launched Rachel Raj, a predominantly luxury range of premium designer wear, to cater to a growing niche that she has identified both in her island of paradise as well as to the rest of the world.