

# Singer Lifestyle Fiesta 2019



Mahesh Wijewardene, Chief Executive Officer, Singer Group.



Kumar Samarasinghe, Director - Marketing, Singer Sri Lanka.

Singer Sri Lanka held its annual flagship trade show, the 'Singer Lifestyle Fiesta', showcasing an array of world-renowned brands for customers to choose from. The family oriented exhibition catered to all household needs and other customers representing all segments of society.

Musical performances, fashion shows and culinary demonstrations provided entertainment for visitors over the three-day shopping fiesta. In addition to the Singer trade outlets, small entrepreneurs around the country were also accommodated to sell their various essential items to fulfill other needs of consumers.

Kumar Samarasinghe, the Director - Marketing of Singer Sri Lanka expressed his views stating, "When planning the first exhibition, I wanted to provide our Sri Lankan consumers the experience of an international trade fair and thereby elevate Singer Sri Lanka to an unparalleled level. I am proud of what we have achieved that target, as it was not an easy task. In Sri Lanka, almost every house has at least one Singer product. 'Singer Lifestyle Fiesta' originated eight years ago and has grown over the past years into an outstanding event held just before the festive season."

Mahesh Wijewardene, Chief Executive Officer, Singer Group further commented, "Singer Lifestyle Fiesta is a platform to showcase the diversity of our product lines and the number of items we have to offer. This event demonstrates the partnerships and distributorship we have with exclusive foreign and Sri Lankan brands. The exhibition also expresses the customer-centric approach of Singer."