

Singer Mega Encourages Fresh Talent by Linking Junior Dress Designers with Seniors



(L-R) Difani Wijeyesekera, Kirthi Sri Karunaratne and Ruchira de Silva.

Singer Mega promoted budding young dress designers by giving them the opportunity to be assisted by professionals in the industry at the 9th Sunsilk Hair & Beauty Fair, which took place in January. The seniors guided the finalists of the 'Young Designer Competition' category in the process of creating their own outfit and presenting a show. "I feel that genuine talent can be discovered and perhaps promoted through this;" commented Kirthi Sri Karunaratne, the first male designer in Sri Lanka, speaking about the event, while Ruchira de Silva, Managing Director, Rebel said 'I think the event will be the ideal platform to showcase various talents.'" Dilani Wijeyesekera, Managing Director, Dilly's added that as they have already been through the process of making it to the top, they could guide the finalists in doing the same:'