The ‘Signature Line’ Collection

The ‘Signature Line’ a designer collection and the newest in men’s wear had its launching ceremony at the Galadari Hotel, graced by film star Ravindra Randeniya and sports personalities Dulip Mendis and Asanka Gurusinghe.

This designer collection that is being manufactured by Perks Clothing, a subsidiary of Hameedia’s, consists not only of shirts, trousers, socks and ties but also. accessories like belts, tie pins, cuff links and collar chains and all within the price range of Rs 400 – Rs 600.

“This collection of men’s wear has been turned out with high quality material imported from Korea, Japan and Thailand by our highly skilled workforce at our factory in Moratuwa, which is well-equipped with all the sophisticated machinery”, said Hameedia’s Managing Director, Fouzul Hameed.

He said Hameedia’s has been in the garment industry for well over 50 years, having commenced. business in 1945 and had also during that time set the standard for men’s clothing – especially for the fashion conscious, discerning male. Today, his company commands 40 percent of the market for men’s wear.

The elegant and fashionable range of men’s wear is displayed in six showrooms. Among this range are dress shirts and tuxedos in light and heavy weight materials, Jackets in checked materials, business suits, open jackets with chinese collar shirts, open jackets in fancy colours for the daring and the adventurous male, safari suits, national dress-styled sarongs in tetron cotton, smart casual wear, cocktail wear in dark and light shade material and a range of jeans and printed T-shirts.