

Emerald takes dealers closer to customers with findemerald.com

TAKING strides in the fashion industry yet again, Emerald international has launched an innovative and user-friendly dealer search tool - www.findemerald.com. Users can now search online for Emerald dealers with the simple click of a button, making shopping for that perfect high quality shirt simpler. The solution was developed and implemented by nearby.lk.

To find an Emerald dealer near a particular location all that the user needs to do is log on to www.findemerald.com and type in the desired locality. The system searches online and lists out all dealers in and around the area. They can also search for dealers near their current location. Once the dealers are listed, users can click on the individual dealer to be directed to a page with the dealer's address and contact information. With the integration of Google maps into the system, users can zoom in and scroll around the map of Sri Lanka to browse through Emerald's extensive list of partners as well.

"We at Emerald strive to give Sri Lankan customers a shopping experience that we could be proud of," said Emerald International Executive Director M.M.M. Ihsan. "With this new innovation in the Sri Lankan fashion sphere from nearby.lk, we want to give people across the country a chance to search for and locate each and every one of our proud partners and dealers, making it easier than ever before to get their hands on that perfect shirt."

In addition to making it easier for customers across the island to buy their next Emerald shirt, this new system introduced by Emerald empowers its dealer network with an online presence, thereby making them visible to a much wider audience.

"Going beyond product innovation, we have always looked for ways to add value to our dealers. We are confident that findemerald.com will take them closer to our customers," he added.

Commenting on the solution, Sampath Gamage, Co-Founder of nearby.lk said: "As Sri Lanka's premier location based business search



Sampath Gamage, Co-Founder, Infosurv Lanka Ltd (left) handing over the agreement to Shihab Sinnen, Assistant Manager -Business Development, Emerald International

engine we make every effort to leverage latest technologies and provide local businesses an efficient way to reach their consumers. We are excited fashion brands like Emerald use such tools and look forward to seeing their customers navigate through the elegant location based search interface on our business directory to locate Emerald dealers around the island."

Founded in 1956, Sri Lanka's No. 1 brand in men's shirts, Emerald firmly believes that the Sri Lankan male deserves nothing but the best and focuses on quality, reliability, and innovation to create shirts that meet its own exacting standards. With noted Italian designer Roberto Inglesi spearheading product design, its three ISO 9001 certified production units manufacture a diverse range of products including woven shirts, T-shirts, innerwear, and formal trousers for local and international markets. Emerald represents world renowned fashion labels such as Crocodile and runs its Shirtworks chain of retail outlets while being represented by the largest dealership network in the country. Emerald is endorsed by Sri Lanka's world renowned cricketing icons Kumar Sangakkara and Mahela Jayawardena.