



# EMERALD LAUNCHES 'THE WEDDING PALETTE'

Emerald, Sri Lanka's premier brand of men's shirts, offers eligible bachelors island wide the opportunity to look their best on the most important day of their life with the launch of 'The Wedding Palette' collection. Inspired by this season's popular trends and colour schemes, the exclusive range of shirts have been engineered to immaculate style and unparalleled comfort, ensuring that the Emerald man clearly stands out from the crowd.

"Having been in the fashion industry for close to 6 decades now, we have seen the Sri Lankan man transform over the years. He is less bound by the conventional rules of what to wear for his wedding," said Kisani Dahanayake, Head of Marketing at Emerald International. "To create 'The Wedding Palette', our

*"Having been in the fashion industry for close to 6 decades now, we have seen the Sri Lankan man transform over the years. He is less bound by the conventional rules of what to wear for his wedding."*

team set out on a field research to understand trends for this season. And they returned with some interesting nuggets of information. We noticed that men were moving away from traditional whites and off-whites to more vibrant colours. There was also a trend of matching the groom's shirt to the bride's saree."

With a selection of over 25 different hues and shades that go with most colour schemes, 'The Wedding Palette' comes in a variety

of trims including slim, regular, and comfort fits to suit individual tastes and requirements. The Emerald man could go with a wing collar if he chooses to wear a bow tie or a cravat or leave the tie optional by opting for a regular collar. Emerald also offers round and convertible cuffs that can be worn either with or without cufflinks or a double cuff to be worn with cufflinks. The collection is currently available at Emerald Shirt stores in Colpetty, Bambalapitiya and Kohuwala and with selected Emerald dealers around the island.

Thus, with its extensive collection of smart shirts, 'The Wedding Palette' has something for all gentlemen, from the Groom to the bestmen and guests, to look their best at a wedding.