

With the Sinhalese and Tamil New year just around the corner, Emerald international introduced its latest seasonal shirt collection to the local market which is now available at finer clothing retail outlets across the country.



The New Year period undoubtedly is the largest season for the retail clothing industry which draws consumers from all walks of life. The modern consumer demands for the best of quality with a variety which the Emerald team has identified and made available through its distribution network.

The styles for the year of gentlemen has been a familiar colourful hoarding visual which has been erected across the island, showcasing the new range of Emerald shirts now available to its invaluable customers.

This new Emerald collection comes in a range of styles in plain, stripe and checked shirts offered in a variety of colours. The range is available to its customers in its three popular FITS slim, regular and comfort, as per international standards.

Emerald group Marketing Manager Rimaz Marzook said: "The Avurudu season is garnished by colour. Pastel colours and slightly darker shades with subtle design changes are in demand during this period. The auspicious colour for the New Year is another aspect consumers look for.

"This year it is green and white. At Emerald we make it a point to understand these needs and cater to our customer's requirement. The new Avurudu collection is in line with this thinking. All Emerald products are manufactured under strict quality control guide lines in line with international standards."

He also said that, "Emerald uses the best of embellishments and raw material in its products to ensure its customers get the best of quality in every Emerald shirt they purchase." The Gentlemen's collection is now available at finer clothing retailers.