

Emerald shirts colour corporates with style

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Men are seen, gentlemen are recognised; a man's shirt forms an important part of his complete image and serves as a confidence booster, thus earning itself a dual role.

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Comfort too is vital to the overall picture, especially in a tropical country like Sri Lanka. For this reason, purchasing an Emerald shirt is considered more an investment, than a mere necessity.



With an islandwide dealer network that includes leading clothing retailers, Emerald shirts under its most popular labels 'Corporate' and 'Active' have earned a reputation for only the best in terms of quality, materials used, and also the fit of the garment.

Furthermore, as the wedding season this year is well under way, Emerald's extensive range of shirts is timely, particularly when planning the outfits for Grooms and their retinues. Even if one is just a guest at a wedding, wearing an Emerald shirt makes a statement.

One is sure to be noticed thanks to the astounding variety of colours and choices found in the Emerald shirt range. From brilliant whites, to the most radiant hues, as well as other stylishly unique embellishments, these options give wearers of Emerald shirts the chance to be at their most creative when putting together their ensemble.

The Emerald 'Slim Fit' which accounts for over 70% of total sales, is one of the more popular styles for its smart design, while the entire 'Fit' line; extra slim, slim, regular and comfort, is produced according to international standards in terms of the cut and measurements.

For those seeking that distinctive touch, a selection of these 'Fits' featuring style variations such as winged collars and double cuffs are also available at an exclusive men's shirt retail store in Colombo.

"Contributing to the presence of Emerald in almost any top level corporate or social setting is 'Leonardo' by Emerald, which is a premium range collection that has garnered great popularity among an elite group of customers," Emerald Marketing Manager Rimaz Marzook said.

"These superior quality shirts are sought after for their stylish design and high quality embellishments as well as the fabric which is a blend of the finest cottons sourced mostly from Japan. Sri Lanka's premier shirt manufacturer, Emerald has been an integral part of the country's clothing industry since the 1950s and we are the pioneers of innovation in shirt development."

He also added that: "The design team under experienced technical head, Roberto Inglesi, ensure that the Emerald shirt range is a combination of high quality material and innovative design, paying particular attention to the fabric, stitch width, patterns and embellishments, to make a product that is both unique and relevant for gentlemen of every age."