

A Swirl Of Fashion At Fashion Bug



Swirling grace



I ended up amidst a bewitching burst of colours in a white gleaming interior in my quest to replenish my wardrobe and those of my family members. Here I was surrounded by swirling patterns on sarees and kurtis, vibrant beach wear, a glamorous selection of accessories, linen in homy tones, chic professional attire and snug casuals. I found myself simultaneously enthralled and bewildered at the accumulation of choices at one of Fashion Bug's many retail stores.

Words Chamindra Warusawitharane Photographs Menaka Aravinda

Backstory

I began my ascent to each and every level of the store, determined to explore all

corners of the outlet. Each floor displays an uncluttered and accessible array of clothing items, accessories and cosmetic products in an artistic approach to entice the customers. Fashion Bug clothing chain began its journey as a fully incorporated company 16 years ago and at the moment has 15 stores island-wide, with the latest branch set to open in Rajagiriya. With a vision to become the most preferred clothing chain in Sri Lanka, Fashion Bug strives to cater to the changing lifestyles.

Beauty and grace

I spent a fair amount of time at the second floor dedicated to ladies. Sarees and kurtis of many a splendid shades and patterns adorned one corner of the second floor. Dusky purple cotton sarees, sea green and coral blue georgettes, flowing red silk and a chiffon saree in shades of gold and yellow competed for my attention. In a corner reserved for lingerie, Fashion Bug presents its own brand of lingerie – Hush. A little further, handbags of various proportions and colours were displayed next to a range of beauty products and accessories for all occasions. A neat row of bright t-shirts and blouses in soothing blue tones as well as eye-catching pinks and reds were hanging in a corner. Altogether the ladies who walk in are treated to a mix of sleek and elegant clothing items as well as a playful assortment of bold attire.

Stylish and suave

My second visit was to the gents' section where Levi's and Crocodile products radiated an air of classy sophistication. The formal wear section sported a selection of stylish shirts in subtle colours. Looking for a less formal shirt, I walked to the other corner of the floor. An occasional splash of daring red or orange interrupted the harmony of the range of mild shades of beige and green informal shirts, which were hanging from a circular rack. However, in contrast, the t-shirt collection at the store featured a vivacious range of colours. Apart from the international brands, Fashion Bug provides their own line of men's wear under the brand name JOBBS which offers men's wear including office wear, casuals, cuff links and ties in Slim fit, Classic fit and Regular fit categories. As I moved on gazing at the shirts, ties, t-shirts, full-suits, trousers, shorts and socks carefully shelved or hanging from racks, I spied a row of dapper hats, bracelets, belts and watches. The area was brimming with a range of items and as soon as I settled on something to purchase, another equally desirable item caught my eye.

Mischievous

Walking away from the array of gent's attire and accessories, I descended towards the ground floor allocated to Kids' wear. 'Tin Tin' t-shirts and curious toys were on display coaxing little ones. Princess dresses and snug denim outfits stood side by side taunting my fashion instincts with the innumerable choices available. Yet again my quest continued in the same vein, I was spoilt for choice and Fashion Bug had claimed me.

Exhausted yet content, I walked towards the counter reflecting on changing lifestyles, trends and the benefits of retail therapy.

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