amanté ‘Who Are You Today?’

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amanté selections and the boutique at the Racecourse Mall

The new amanté brand campaign “Who Are You Today?” questions and thereby identifies the duality and multiple roles women play in everyday life.

After over a year of operations in Sri Lanka, amanté is present in over 50 outlets. Most outlets have amanté consultants present, trained in product and perfect bra fit, for the convenience of customers.

The amanté boutique at Colombo’s Racecourse Mall is designed to exude the look of an international lingerie store. The boutique also offers the services of private

consultation to customers, where they could discuss various lingerie needs with an experienced lingerie expert.

An extensive daily and comfort wear range is offered at the boutique; existing styles too, carry new and exciting colours to offer variety and choice to the customer. In addition to this, an array of fashion bra-brief coordinates made of satin and lace in beautiful colours/prints are also available, to suit special occasions and evening wear. The boutique has launched, ‘a-life’, amante’s new lifestyle sub-brand. The products under ‘a-life’ use superior fabrics and technologically advanced manufacturing, giving the wearer flexibility, comfort and support to enjoy a lifestyle of swimming, gym and yoga.

The panty wall, which carries 50 different styles of briefs ranging from cotton to lace, is another unique feature of the boutique. Sleepwear by amanté is also available here, made of soothing cotton fabric in pastel shades.