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Avirate, an international

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fashion brand owned by Timex Garments was awarded with the certificate of Garment without Guilt, a first for a Sri Lankan retail brand. Henceforth, Avirate garments will carry the 'Garments Without Guilt' tag.

"With the 'Garment without Guilt' tag, we will be able to inform our customers that Avirate's garments are not only of fine quality but most importantly manufactured in factories that are both labour and eco friendly", states Asim Younoos, Chief Executive Officer, Avirate.

The 'Garments Without Guilt', initiative is an alternative launched by Sri Lanka's apparel manufacturers, who came together through the Joint Apparel Association Forum (JAAF). The intention behind this initiative is to make the 'Made in Sri Lanka' label synonymous with not only quality and reliability, but also with social as well as environmental accountability. The initiative also promotes the need for positive and ethical working conditions among garment factory workers in the country as well as educates the global fashion community about the positive steps taken to uplift environment and labour force conditions in Sri Lanka.

Avirate has implemented special systems to ensure all factories adhere to the key guidelines provided by the JAAF in order to become qualified.