

All You Can Choose At The Factory Outlet

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The Factory Outlet (TFO) has an eclectic choice of mixes-and-matches presenting a vast selection to shop to your heart's desire.

Words Sonali Kadurugamuwa **Photographs** Damith Wickramasinghe

Hands full with hours of shopping, bags brimming with everything and anything desired, shoppers whisk about, from one item to the next. And it's no wonder, as TFO parades a

limitless plethora of styles, designs, colours and sizes. This 7,000sqft, three storied mega mart invites every shopper to soak-in the freedom of space and explore its many retail spaces.

The ground floor displays an array of ladies casual wear and a broad spectrum of accessories to chose from. To entice the kids, the first floor is stocked with favourites from Disney collections and is a true pacifier.

Men's wear is largely showcased on the second floor and the off-beat, casual and smart collections of attire—something for every occasion —will have you coming back for more in case you missed a good pick the first time around. The Factory Outlet also carries their very own in-house brands such as TFO and EZIO and are also authorised re-sellers for Disney products. And there's the professional assistance, which is always close at hand at The Factory Outlet. Well-trained and friendly staff are ever-ready-to-serve, whichever floor you may be on.

"We offer our customers high quality products at attractive bargain prices," stresses Sharhan Mansoor, Managing Director—TFO on what sets the store apart. "The second store of The Factory Outlet is located in Mount Lavinia and we are very particular about interior and exterior aesthetics. We maintain a uniform concept for all outlets to give an ambience of a high-end store," says Mansoor, on the importance of giving quality to customers. This is further enabled through their very own Visual Merchandisers who have conscientiously prepared the interior in its entirety including the special window gallery where new works are showcased.

As for The Factory Outlet's future growth plans, Mansoor says, "we have expansion plans in the very near future with our next branch opening in Pelawatta, in March and we are also franchising in the Maldives as well."

Offering a variety of options for ladies, gents and kids alike, The Factory Outlet is the place to shop till you drop! Quality casual wear, gifts, toys, and accessories at amazing discounted prices are well worth your time and money, and of course your new wardrobe...

Open 365 days, except on labour day, offering selections for every season (Christmas, Avurudu, Hadj, Ramadan, Deepawali, Valentine's) a visit to The Factory Outlet is surely a must in your shopping itinerary.

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