

Choices galore at Ram Bros



Situated in the bustling hubbub of Main Street Colombo, Ram Bros has established and evolved since its beginnings in 1967. Renowned through generations for its hand picked collection of sarees for all occasions particularly bridal sarees, the present building rises to three floors housing clothing for the whole family, for all occasions.

Words Prasadini Nanayakkara Photographs Menaka Aravinda

Ram Bros offers a one stop clothing store that caters to customers seeking value for money. Particularly its collection of designer sarees imported from India, is sought after for its selection of bridal wear. With an endless array of colours, materials and designs of delicate embroidery and other varied types of works the saree collection leaves customers spoilt for choice. Designer sarees, Rajguru worked sarees, Satya Paul sarees, Lehnga, Samudrika Pattu, Kanchipuram and Parampara Pattu are among the extensive range of sarees to suit both traditional and modern tastes. When it comes to wedding attire, customers can find suitable glamorous or elegant draperies befitting a bride, a guest or the bridal entourage. It is a place where prospective brides can choose from a wide selection to fulfil all bridal wear requirements and even have custom designed attire from available catalogues.

Ram Bros also has Kurthas and Shalwars for men, women and children, elaborately designed for functions and simpler, lighter options for casual wear, all in a variety of colours, designs and sizes. Those desiring the more western attire can find an array of pantsuits, dresses, skirts and blouses. Aside from children's attire, not only ready made frocks for toddlers but baby flannel can also be purchased here. Other materials available are magic silk, Thai silk, lace cotta, peach cloth and organdy just to name a few in a variety of shades and patterns to choose from.

While clothing necessities are largely satisfied, Ram Bros offers an accessories section with an eye catching selection of costume jewellery. At the entrance one can find shelves stacked with pastel shades of towels as well. When customers make a trip here to pick out sarees from the choicest designs, they will find their

needs met not just for that special occasion but necessities for day-to- day wear for the whole family.

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