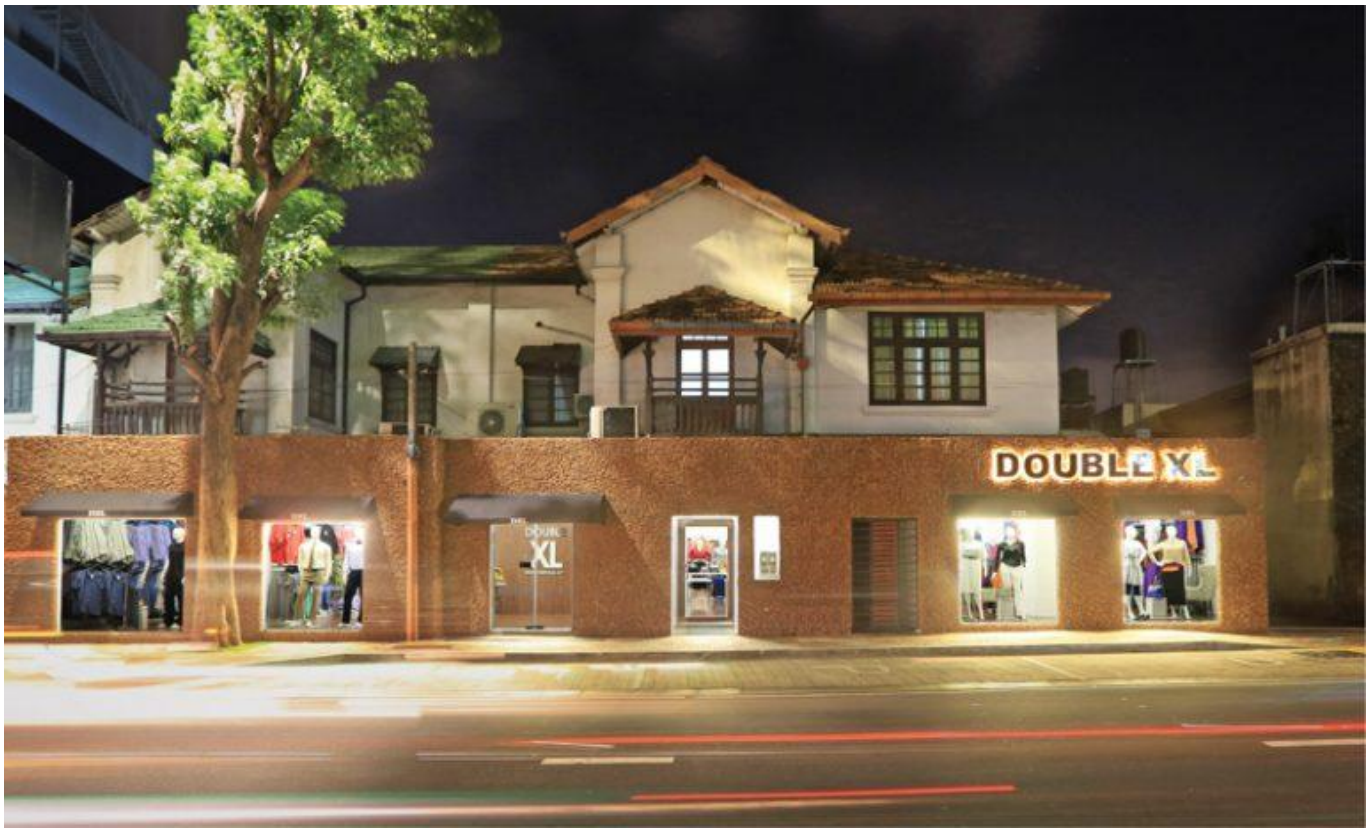
Double XL Displays a Fashion Statement

Posted on



The simple yet elegant façade of Double XL

Glamourous dresses, stylish shoes and glittering accessories for the curvaceous are all displayed at Double XL, exclusively for those who wish to make a fashion statement.

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Adhisha Dahanayake, Founder
CEO of Double XL

Celebrating one’s curves is a job easier said than done. With first hand experience

on this matter, Adhisha Dahanayake, Founder CEO of Double XL sought to come up with a creative solution. The result was Double XL, a trendy haven for plus-sized individuals.

With its beginnings in 2010, when it first started with only two employees, Double XL has since grown with 60 staff members and an expansive store in Colombo 3. Together with her husband Priyan Senarath Gamage, Director and brother, Deminthe Dahanayake, Director, the closely knit team, strives to offer an unforgettable fashion experience to a market that is extremely personal to them.

Double XL offers a range of attire for both men and women. Believing that good fashion needs to cater to an extensive range of sizes without any discrimination, Double XL, the first establishment to cater to plus-sizes, offers apparel from sizes large to 7XL.

The section for ladies has contemporary to classic styles, office wear to casual wear, ethnic to resort wear and evening gowns as well as intimates. Accessories that would either make a bold statement or look gracefully dainty are also a part of the chic collection at Double XL. The range of footwear for ladies has trendsetting stilettoes in glamourous hues as well as classy sandals to add a voguish look to your outfit. Printed to plain and knitted designs are sure to keep all the curvy ladies happy. There are trendy handbags and backpacks to choose from to give the complete look.

With in-house designers and items from countries such as Vietnam, Bangladesh, China and India, Double XL inspires those with curves to embrace themselves and be daring with the latest trends.



Double XL has an exciting collection of accessories and footwear for women

Whether you are searching to dress a laidback personality or a bold one, the men’s section has everything a man needs. From quirky blazers to batik shirts the collection boast of stylish couture. With attention to detail the designs are completed with clean cuts and are sure to impress those around you. Bow ties, belts and colourful apparel encourages husky men to dress in a sturdy manner, while breaking all fashion barriers. Thus making their choice of Koluu as their Brand Ambassador the most ideal choice.

Casual t-shirts, beach shorts and flip flops are also included in the collection as well as comfortably fitting denim jeans that many have limited access to can also be found at the store.

Double XL’s favourite materials are cottons and linens, says Adhisha who makes sure all designs exude comfort and flexibility. Changing the mindsets of those who believe that plus-size fashion is a finite area, Adhisha, Priyan and Demintha have unveiled two premier brands named DXL and Adhisha; through which, this specific segment of customers can avail themselves to exclusive styles.

Providing the customers with convenience the store was consciously designed to be

single storied. The wood floored store, swamped with bright lightning creates a dashing interior. And what’s more, there is a gift wrapping station.

Leaving behind her passion to work in the field of human resource management, Adhisha, the proud Founder CEO of Double XL ventured into this field with the support of her parents after seeing the lack of options for those like her. As a confident and passionate lady with glorious curves she and her team firmly believe that “beauty comes in all sizes”.

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