Evolve your elegance at romafour!

Posted on



Chic party wear for fun evenings....

Enthralled by several rows of beautiful clothing and tasteful accessories, one word leaps out – Sophistication!

Words Dheena Sadik **Photographs** Damith Wickramasinghe

Walking into this pleasant establishment in the midst of the ardour on Galle Road, anyone would easily be mesmerised by the spectra of glamour that poses a feast for the eye. Celebrating its tenth year in the fashion industry, romafour has succeeded in revolutionising wardrobes amongst fashionista Sri Lankans and tourists visiting the Island.

Welcoming you warmly with its fashionable facade, the ground floor is adorned by several rows of elegant party wear, unique costume jewellery, stylish and chic tops with an infinite styles of shawls. This party wear section has increasingly grown in popularity over the years, catering to several different tastes. Recognised for its variety with rarity, romafour often houses single pieces in selected designs offering customers uniqueness to their personal expression of style.

The sea of designer costume jewellery emblazing the ground floor is ideal for weddings and parties. These are imported from several countries and can instantly add sophistication to the simplest evening attire or beachwear during leisure. The grander options come in complete sets consisting of a royal necklace, graceful bracelet and dangling earrings. The shawl counter at the rear end of this floor has a plethora of colours, shapes and fabrics including silks, pashmina, chiffon, mirror-worked and winter-wear woolen shawls to satisfy creative customers, who enjoy revamping their simple outfit into chic styles.

A funky variety of diverse sunglasses can be found in the ground floor as well, adjascent to the counter designated to designer brands of perfumes, catering to both, gentlemen and the fairer sex.

The first floor is showered by a rainbow of vibrant kurtis and casual tops that yield comfort. Several styles of Indian custom designed shalwar kameez with push-up pants (churida) and mirror-worked long ethic skirts will overwhelm the observer with delight. Georgette and chiffon sarees tempt the on-looker with their suave confidence while sarees of famous Indian designer brands such as Satya Paul are currently growing in demand. At the end of these layers of garments are heeled and flat shoes to tantalise your obsession for shoes!

The second floor greets you with professional and casual attire by the international designer wear SUB. Sub-zero options such as winter clothes of high quality are also available.

Other items available include a refreshing range of gym gear for fitness conscious ladies and teens.

Romafour isn’t merely limited to ladies’ apparel, but it also caters to menswear. The fourth and fifth floors contain an interesting mix of modern styles to suit teens and men of all ages, sizes and preferences. With the third floor exclusively dedicated to kids’ tender comfort, toddlers and tiny tots are not left out of this celebration of garments.

The friendly staff are truly one of a kind as they tirelessly corporate with their diverse customers in assisting them to choose items, saving time and energy as we visit this distinctive establishment.

Romafour has also expanded a vibrant branch in Borella to cater to a larger geographic base of Sri Lankans.

Commemorating their first decade anniversary, as a token of gratitude, romafour gifts their regular customers several benefits with the introduction of the loyalty card. During the upcoming Sinhala and Tamil New Year season, they hope to add plenty of new items, as they look forward to welcoming customers to both their branches.

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