# Exquisite Couture at Golden Needle

Posted on



Discover elegant ethic wear at the store's new location on Skelton Road.

**A quaint boutique famed for esthetic Indian and Pakistani ethnic wear celebrates a new collection for the contemporary woman.**

**Words** Tatiyana Welikala.

**Photographs** Anuradha Perera.

Golden Needle offers an exciting range of exotic ethnic wear to the fashion-conscious shopper at the store's new location at Skelton Road, Colombo 5. The ring

of a bell announces your presence in the modest setting of the clothing store while the black and gold lettering, 'Golden Needle Since 1995' placed on the wall above the designer clothes, assures your trust in the reputation of the brand.

The re-launch of Golden Needle has expanded to include an exclusive selection of footwear, bags, and a line of timeless silver jewelry.

Hawwa Kareem Yaseen, Designer and Owner, interprets her passion for traditional wear by the success of the boutique. Hawwa draws inspiration from her mother, who was enthusiastically occupied with dressmaking. The establishment of Golden Needle spans over 20 years, and Hawwa states that fashion has a way of reinventing itself. "Ethnic wear never fades away, patiala, dhotis and the tulip trousers were styles that were in fashion two decades ago. It is exciting to see the younger generation wear them again," explains Hawwa.

Intricate designs of silver earrings complement the versatile outfit selections.
©Golden Needle

An explosion of color extends along the walls of the shop as salwar kameezes, kurtas, lehengas, gypsy skirts and shawls are displayed neatly on gliding racks. Full-length vanity mirrors decorated in the store allow customers to view their complete outfit. Particular attention is given to the fabrics of the garment, as Hawwa believes that the most essential quality in clothing is the comfort. Hence, Golden Needle produces cotton, voile and linen apparel that are perfect for day-to-day wear in a tropical climate such as Sri Lanka.

At Golden Needle, each garment is unique, and no two pieces are identical. Hawwa explains, "I make sure that there is a small detail changed in the material, such as buttons, beads, piping or borders." Committed to producing bespoke designs, a customer can purchase the attire they desire and have free in-house alterations done. Golden Needle accepts tailoring requests for events such as wedding ceremonies or formal functions and promises a timely delivery in two weeks that is keenly followed.

Mosh, the premium collection of linen shirts for men.
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Hawwa's daughter and son are a significant part of Golden Needle, incorporating their own brands in the store. Her daughter, Nabeela Yaseen, founder of Stoned, designs a silver jewelry line with natural gemstone embellishments, complementing the versatile outfit selections. Mosh, owned by her son, Moshin Yaseen, is a premium collection of linen shirts for men that are distributed in various clothing outlets and has a designated space at Golden Needle as well. A new collection of colorful potli bags, embroidery handbags, and stylish traditional footwear complete the shopping experience. Hawwa explains how the encouragement from her family has contributed the most to her success. "I come from a business family and the support I get from them is tremendous. I am very fortunate to have established Golden Needle", says Hawwa. Golden Needle maintains a unique relationship with

their discerning clientele. A hallmark for intricate and diverse designs, generations of shoppers visit this boutique for handcrafted high-statement fashion.

**Golden Needle**

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**Opening Hours: 10am – 6pm (Monday to Saturday) and 10am – 2pm (Sunday)**

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