‘GLO’ makes a vibrant entrance into Sri Lanka

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Lalantha Wathudura, Managing Director – Orit Inspired Creations, ceremoniously unveiling GLO collection at Glitz, Negombo. Also seen in the picture are Manjari Tissera, Group Director – Orit Inspired Creations along with A M M Shafeek, Operations Manager – Glitz

GLO, a women’s wear brand from USA was introduced to the Sri Lankan retail market offering shoppers the option of purchasing high quality clothing at affordable prices.

GLO is an American women’s wear brand manufactured and distributed in the US for more than a decade. The brand is now licensed to be sold exclusively by Orit Inc, a subsidiary of Orit Trading, a denim manufacturer for international brands.

The brand is targeted towards women seeking trendy, casual to office and cocktail wear which include jeans, skirts, tops, dresses and accessories. GLO boasts of American quality and adheres to strict international standards.

Lalantha Wathudura, Managing Director – Orit Inc, commenting on the venture said, “we are optimistic about the arrival of GLO and it marks an important milestone in our plan to drastically raise the bar of the fashion industry in Sri Lanka.”

GLO will be available initially, at 12 stores—Glitz outlets in Negombo, Kandy City Centre, Nugegoda, Hyde Park Corner and Mount Lavinia, NOLIMIT ‘Image’, Wellawatte; Cool Planet outlets in Isipathana Mawatha, Pellewatta, Wattala and Nugegoda, Diliganz, Dehiwala and KeKo (K-Zone), Moratuwa.