

## House of Fashions reaches the pinnacle with Mega Store in Colombo



Making waves in the local fashion scene is Sri Lanka's well-loved retail store, the House of Fashions. Since its beginnings in 1992, this popular store has taken yet another giant stride with the unveiling of its mega mall located at D S Senanayake Mawatha, Colombo 8.

Beautifully designed by Singaporean architects, this nine-storied chic department store, a fashion centre of Southeast Asia is replete with fabulous fashion, spread out across 250,000 square feet and is a veritable shopper's paradise comprising some of the most well-known brands of clothing for men, women and kids, household items, fashion accessories and loads of gift items for any occasion.

Seventeen escalators will operate for ease of access to shoppers as well as a 350 car park

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for customer convenience. The store is open seven days of the week and will remain open until 9 pm each night.

As Sri Lanka's first mega shopping complex of this scale and South Asia's first one-owner store, the House of Fashions has been aesthetically designed to enchant shoppers. A ground floor has a vast lobby, information centre and ample cashier counters. Cosmetics, perfumes, and jewellery will capture the attention of any discerning shopper as they enter the first floor whilst women will be kept busy on the second floor dedicated solely to women's wear. The fourth floor has a range of men's wear and accessories including shoes, belts, ties and casual, office and high-end wear.

An entire floor of this mega store is dedicated to kids ranging from infants to teenagers. Clothes, toys and accessories for any occasion will ensure that no one goes home disappointed. To make shopping a better experience for parents, a special kid's play area is available with trained staff to watch over the kids. This floor is followed by home ware and electronics for the home and office. The home ware section comprises a huge array of items designed to enhance the bedroom and the elegance of the bathrooms. Proud homeowners can avail themselves of fabulous kitchen and pantry items of branded cookware, linen, crockery and cutlery.

New to this store is the saree corner, which will have a beautiful selection of some of the finest designs and textures specially handpicked for the discerning shopper. Each piece has been selected with careful thought and is guaranteed to make heads turn.

Located in the basement is a massive food court comprising of cafes and restaurants that have been specially selected to satisfy any gourmet's palate. From Eastern to Western, drinks to desserts and cold to hot, the choice will leave you absolutely sated.