LIFT Designer Wear Takes Off

Posted on

(L-R) Ramyani Rathnayake, Neloni Leanage, Charitha Fernando, Niroshani Leanage, Shehani Fernando

LIFT designer wear, a boutique dedicated to introducing new designer brands was launched by sisters Niroshani Leanage and Neloni Leanage. The boutique was launched with the label “Niro and Nelo” and in future will show case new labels by young designers trained at the Lanka Institute of Fashion Technology (LIFT).

The boutique displays mainly women’s wear, ranging from casual items to formal dresses and eveningwear, and a selected range of men’s wear.

The design director is Niroshani Leanage and she is supported by assistant designers Charitha Fernando, Shehani Fernando and Ramyani Rathnayake. A limited number of outfits are made from each design. Neloni Leanage will be overseeing the production and sales of the boutique.

At the launch, sisters Niroshani Leanage and Neloni Leanage outlined their vision in creating this boutique and new range of designer wear. “Fashion is my passion,” stated Niroshani, explaining how her initial focus was on providing training for young designers through the Lanka Institute of Fashion Technology. However as time went on she realised that her students needed a place to display their own

labels. She further explained how the boutique would do more than only sell clothes since it is supported by a studio where production and design development is carried out. Students from universities in the United Kingdom which have links with LIFT are also expected to arrive in the country for work experience.