MAS holdings presents Amanté

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Lingerie wear at amanté

Amanté is a brand of the MAS Brands portfolio launched in India in 2007 and subsequently in Sri Lanka in 2012. Amanté products are tailor made to fit the silhouette, style and flavour of the South Asian woman.

Amanté launched its first lingerie boutique at the Race Course Mall in December 2013. The brand celebrated its first year anniversary in the Sri Lankan market in October 2013. The store is designed to exude the look of an international lingerie

store and is the first of its kind in Sri Lanka. It provides the Sri Lankan consumer shopping experience and freedom to select lingerie in her own private space, from a wide range of products.

The boutique also offers the services of private consultation to customers, where they could discuss various lingerie needs with an experienced lingerie expert.

An extensive daily and comfort wear range is offered at the boutique where existing styles carry new and exciting colours to offer variety and choice to the customer. In addition to this, an array of fashion bra-brief coordinates made of satin and lace in beautiful colours and prints are available as well.

The boutique has launched, ‘a-life’, amanté’s new lifestyle sub brand. The products under a-life use fabrics and technologically for advanced manufacturing giving the wearer flexibility, comfort and support to enjoy a lifestyle of swim, gym and yoga.

Sleepwear by amanté is also available at the boutique, which are made of soothing cotton fabric in pastel shades.