



The exterior facade of NOLIMIT Image

NOLIMIT Image welcomes you into a world of fashion.

Words Archana Balakumar **Photographs** Isuru Upeksha

Situated in the heart of Wellawatte, NOLIMIT Image is a one-stop shopping destination that provides a singular and fashionable experience. Widely touted as the premium store of the popular fashion chain, as you step in you will be treated to a myriad of choices, which include everything from home-ware to clothes, spread across three floors. Being one of the largest NOLIMIT stores to be constructed till date, it houses only the latest and best in fashion.

As one enters into the store, a plethora of household articles lie neatly arranged on the right side signalling the start of the Homeware section. A section, which is unique to this outlet of NOLIMIT was conceptualised in order to cater to every household need and is inclusive of plastic goods and kitchenware. An entire section is also dedicated to bed linen, which has an interesting collection of plush bed covers, pillow cases and other materials.

Dazzling shoes of all types and hues are found in abundance at the women's footwear section, which seemed to be teeming with women of all ages at all times. Be it stilettos or ballerinas, the store has all kinds of footwear catering to individual preference and style. Flip flops, regarded as a fashion must have can be purchased through NOLIMIT's own home grown brand "Singing Fish". Available in various colours, these flip flops will make way for a trendy and comfortable addition to one's wardrobe. Separate sections dedicated to kids' toys, cosmetics and travel accessories, can also be found on the ground floor.

NOLIMIT Image houses a collection of clothes and lifestyle products

Colours cascade in the third floor, which is completely dedicated to ladies' wear with a collection so extensive that leave shoppers, at times, overwhelmed. Bright chiffon gowns and studded blouses emanate a chic fashion style while the collection of timeless sarees attract customers who wish to make an elegant fashion statement. The store boasts a wide range of sarees that come in a variety of materials from simple cotton to luxurious looking silk and chiffon. Rows of beautifully embroidered Salwars and Kurtas belonging to NOLIMIT's home brands "Salma" & "n.i.z.a" are displayed here as well. "H&S" & "Jezza" are other inhouse brands which target a younger crowd and focus on western wear, both

formal and casual. Browsing through the shop's many sections, it becomes evident that this outlet caters to a diverse clientele.

NOLIMIT Image does not disappoint gentlemen as well. Clothes depicting cutting edge fashion styles, which are both occasion specific and attractive, are found in the first floor consisting solely of men's wear. An ample collection of clothes belonging to various brands, local and imported, are made available here. NOLIMIT's brands like MBRK, Deedat and NLM have gained popularity owing to their modern designs of casual and formal wear. NLM and MBRK feature formal shirts and trousers while Deedat has a prolific range of t-shirts and other casual wear including sports gear and winter attire.

The second floor consists of clothing for kids of all ages, and 'all things cute' like hair accessories and tiny ties for little ones. As an extension of the ladies section, a mix of lingerie, sleep wear and gym wear are here as well.

NOLIMIT Image houses a collection of clothes and lifestyle products whilst offering the convenience of shopping under one roof. And as you enter one of the largest shopping spaces in the city, the experience provided will be truly one-of-a-kind and will help you to find a more fashionable image.

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