

NOLIMIT launches IMAGE

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NOLIMIT launched its latest experiential store branded 'IMAGE' to provide a unique and satisfying shopping experience to the city's fashion conscious public. With a floor space of over 30,000 square feet, NOLIMIT IMAGE takes over as the largest store opened to date by NOLIMIT and further emphasises the brand's commitment to convenient shopping 'Under One Roof'.

NOLIMIT IMAGE will feature a wide range of clothing for ladies, gents and kids along with a large selection of homeware and latest fashion accessories. The store will also feature lifestyle items such as giftware, bed linen, and toys. All of NOLIMIT's own brands will also be available at IMAGE.

Speaking at the opening of the new store A L M Akeel, Marketing Manager – NOLIMIT said, "we are very proud to launch our latest fashion store NOLIMIT IMAGE at the heart of Colombo to provide a better service to the customers. As our customers' needs change we should be ready to evolve to meet these needs and this is what we hope to accomplish with the launch of NOLIMIT IMAGE. We warmly invite everyone to come and experience a truly

unique shopping experience at our new experiential store.”