Otara Launches “WHO WE ARE”

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Otara Gunewardene, Founder, Who We Are.

Otara Gunewardene has launched the online platform, whoweare.lk that shares the products of local creators from around the beautiful island and promotes Sri Lankan ingenuity across the globe. It is yet another brand by the accomplished businesswoman, a creator in the fields of fashion and retail in

Sri Lanka, and one of the most well-known entrepreneurs in the country. Promoting Sri Lanka and Sri Lankan made has been her passion for the last 35 plus years and her mission this time is to showcase the creativity and talent of creators of small businesses, enabling their products to be available to a larger and more diverse audience.

As well as supporting local communities, ‘Who We Are’ is committed to championing a conscious lifestyle, meaning all items are ethically sourced, cruelty free and sustainable. There is a stunning and diverse range in the collection from jewelry and gifts, to fashion and home ware, as well as food, beauty and wellness.

Conscious consumerism is at the forefront of this venture, along with the pledge to support creators and their communities through fair and just pricing.

In recent times, Sri Lanka has seen a large increase in imports, resulting in locally crafted goods taking a back seat and losing visibility. As ancient Sri Lankan traditions and crafts are pushed to the brink of extinction and family businesses close, generations of valuable knowledge, technique and heritage are lost. A timely needed initiative, ‘Who We Are’ provides an opportunity for craftspeople and artisans from all corners of Sri Lanka to market their products more widely, and to elevate their businesses in the process. Not only will this support the growth of the country’s economy, but Sri Lankan talent will be more accessible both locally and globally! ‘Who We Are’ challenges us all to rethink our lifestyles and consumer habits, and to develop a mind-set as a ‘conscious consumer’. It challenges us to make purchasing decisions that have a positive social, environmental, as well as economic impact without compromising on style, quality and comfort. More creators and products will be added daily to the online market.

“I see a future where we contribute in more sustainable and ethical ways to our communities, where people live meaningful lives and where we have a greater connection to nature,’ says Otara Gunewardene.



Sri Lankan made products on Who We Are.



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