

Pallu gifts gold to its customers during the wedding season promotion



Neumath Sadya, winner of the wedding season promotion receiving her prize

Pallu, the ethnic-wear boutique in Wellawatte concluded a successful wedding season promotion, which offered its valuable customers, prizes in Gold worth 250,000 rupees. Customers were treated to free gifts and Mehendi application while they shopped during the six weekends commencing from May 1, 2014.

Raneez Sheriff, Marketing Manager – Pallu, commented, “this year we wanted to do something different for our customers and wished to reward them for their loyalty and continued patronage over the last five years of Pallu’s existence. We also took great pains to re-decorate our showroom to give it an exclusive personalised aura. In addition, we are proud to have launched an exclusive bridal lingerie collection from amanté to complement our wide ethnic collection of Indian fashions. We also offer value added services such as alteration and tailoring for our customers.”

The company also announced that an online portal would be introduced in the near future for the convenience of all customers.