



Fashion, fun and an intuitive step in fabric fusion, R E D is to bring out the 'world' in a trend that is truly a lifestyle choice.

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A part of a growing trend and rational philosophy, R E D or Re-engineered Design is a lifestyle concept, that came about when Mihiri de Silva, CEO, took a complete break from the apparel industry, in which she had been in for 20 years. "I somehow got back into the same nature of work but in a very different way," she says cannily, regarding her switch in careers.

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