

Romafour create a style that is worth a stare!



Chic and trendy shades of blue— evening dresses

Make it timeless, classy, smart, personal, or brazen; architecture in fashion that exudes a sense of style. A crushed T-shirt or an audacious rainbow baggy pant is a statement in style. And make a cut above the rest with all these from Romafour. It is a store that indulges in making style relevant in the ever changing world of fashion.

Words Jennifer Paldano Goonewardane

Romafour with its repertoire of style, is known for being one-off and unique. The view of the store from across the street gives a foretaste of what to expect once inside. The mannequins on display show off elegant dresses and smart shirts. The hand-picked clothes in silk, chiffon, georgette, crepe, and lace and more, are classic and sophisticated. International trends off the ramps of Paris, Milan, New York and London make their way to this store. From elegant party attire to smart office wear to cool-casual, clothing is available for all ages and sizes.

It is definitely a delightful fashion sojourn for ladies, from casual blouses, kurtas, ponchos, boleros, skirts, pants, sarees to elegant dresses, sprawled across three floors of the shop, that it is almost impossible to make up one's mind. The evening wear is classic in style, cut and colour. Reds, blacks, blues and greens are accentuated with a sequined waist or neckline; decorated with beads and lace. From zero to plus size, the detailed attention to fulfil the fashion desires of one and all is evident in the different styles with drapes that bring out the curves in the slim and the buxom alike.

Chiffon in dark colours or white, decorated in bold designs has become a favourite choice among party queens. If you are looking to be noticed, then be donned in a perpetually 'in vogue' leopard and tiger print top, dress or legging. Nudes are still a favourite for any occasion, be it a dress, an embellished clutch,

pumps or stilettos, some a staggering six inches, making perfect fashion accessories. The numerous accessories from costume jewellery to stoles are both functional and fun. Spectacular and striking are the hundreds of designs of skirts and baggy pants in every imaginable, far-fetched and whimsical shape, cut and colour. But then, fashion is about fantasy and the expression of style. So stand out!

Romafour is worth a stop for the man who dares to be different in making a bold fashion statement. The range of printed casual shirts in dots, flowers and atypical designs are outrageously anti-male according to the rules of conventional style. They are in hues of red, green, blue, beige and black, and in fact striking. A touch of lace and diagonal pin-tucks on a male shirt will definitely make the wearer the cynosure of all eyes, just like the printed jackets worn with bright pants, which have become trendy among the chic urbanites.

Male fashion has reached 'imaginary' proportions of avant-garde dressing that shatters the conformist male-masculine image of straightforward designs and plain colours. The men's attire at Romafour is inviting the boy and the man to ditch the usual for the adventurous and embrace the bold new look of contemporary fashion. A range of accessories such as leather hats, belts, stoles, sandals and shoes complement the 'dare-to-be-different' styles of clothing for men. The pristine linen collection of casual and office shirts, pants and slim-cut trousers are definitely laidback for the professional and the man in business.

Big or small, no one has been left out in this fashion trove. And so, the budding fashionistas have their pinafores, flares, embroidery and smocked dresses with cute party bags adorned with satin roses in luminous to printed pants and embellished T-shirts. A smart suit and plenty of T-shirts, shirts and pants are just for the boy. The choice is delightfully eclectic.

The fashion selection at Romafour allows the style buff the liberty of wearing what one wants in an inimitable timeless sense of style. And now going that extra mile to offer its patrons everything their hearts desire, Romafour offers a range of Sri Lankan souvenirs, gems and jewellery especially catering to the discerning tourists. And their newly opened branch at Borella, adds to its ethos of making a unique fashion statement. It was about a choice that Karl Lagerfeld said, "...You can be the chicest thing in the world in a T-shirt and jeans - it is up to you." And the choice is yours, at Romafour.

71, Galle Road, Colombo 4

(+94 11) 258 0950

info@romafour.com

