

Shopping Fairline

Posted on



Among tile selection of tile latest in garments in the Fairline Emporium. Photo – Fred R. Malvenna

The fashion industry has gained a foothold in Sri Lanka and a large part of it is due to the ingenuity of Mr. N. M. Buhardeen, Chairman of the Fair line Group of Companies. Making his start twenty-five years ago with just three sewing machines and ten employees, Mr. Buhardeen has built a garment manufacturing empire that now employs 2000 machines and 7500 people in five factories. With two Fair line Emporium retail outlets, one in Kandy and one in Colombo on Galle Road, and another to open shortly in the Fort, and with annual exports of \$ 22-25 million (U.S.), the Fair line Emporium is supplying quality-made clothes at home and to the ever-hungry fashion world abroad. Unlike many name-brand garment manufacturers in Hong Kong and Singapore, Fairline makes their export varieties available on the local market. "Just Arrived," "Carrear," "Soda Pop," "Coca-Cola," "Weils," and "Banana Republic" firsts, not seconds, are on sale at their Fairline Emporium retail stores for a fraction of the cost of buying them in the United States, Canada or Europe. All are made here to meet the high standards of Fair line Emporium, with a full satisfaction guarantee or your money back.

After all, "We Want You and the World to Have the Best" is Fair line's motto. "And that applies every step of the way," from the fabric, its printing and finishing, all the way to the finished products: ready-to-wear garments, from cotton knit childrens' play-suits to fine European wool suits cut and sewn by Singaporean tailors. Fairline's Kandy factory produces cotton knits for men's, women's and children's sportswear-T-shirts, tracksuits, casual wear and toddlers' play clothes. One hundred percent cotton and cotton polyester blend fabrics are imported from Japan, India and China for slacks, shorts, blouses, dresswear and light-weight jackets. Styles are commissioned by overseas buyers and made to order by Fairline's seamstresses using strong, imported threads. What's all this add up to for the consumer? For the shopper back in New York, Vancouver, London, Paris or Rome it brings assurance of value for money, plus the appeal of a Made in Sri Lanka label-a growing trademark in the fashion world. To the Sri Lanka resident, it means being able to wear Western - designed clothes made locally and sold at affordable prices. And the visitor to Colombo or Kandy can forget about packing a heavy suitcase from home.

Come with an empty suitcase and fill it up with Fair line's latest modes, the very outfits you'd buy back home but at true bargain prices. 1988 styles are available now, before they're even shipped to overseas department stores. Fairline even stocks some import items such as ladies' Italian leather dress shoes, name-brand athletic shoes, men's tailored shirts, lingerie and costume jewellery. This season, Fair line will hold a spring sale plus offer shoppers who mention this article a free souvenir with any purchase. From its humble beginning to today's smashing success of a business, Fair line's directors have kept high standards, low prices and customer satisfaction as their aims. But Fairline is also involved in the quality of life of its own people in Sri Lanka.

The company has an orphanage which houses twenty-five children, has built religious and educational structures and contributes regularly to charity. Fairline also helps give Sri Lanka's young women a chance to compete for and win international beauty titles, bringing educational and employment opportunities and fame to the winners' home-land. They sponsored the Mrs. Sri Lanka contest which led to the historic winning of the prestigious Mrs. World title by Sri Lankan Beauty Queen Rosi Senanayake-the first such victory by a Sri Lankan at the international level-and now also sponsor the Miss Sri Lanka beauty contest that leads to the international Miss Universe contest. Fairline Emporium is one of the country's largest garment factory employers.

The Kandy factory is the first built in the rural area, lending employment to approximately 3000 local residents. In the highly competitive world of fashion wear, Fairline Emporium is making a name for itself, and for Sri Lanka. You can see it for yourself at their retail stores at Star Tower, Galle Road Colombo 3 (near Kollupitiya Junction), in Kandy and soon in Colombo Fort district. Open 9.30 a.m. to 7.30 p.m. every day (closed on Full Moon) with plenty of parking space at the Galle Road shop, visit Fair line Emporiums for today's Made in Sri Lanka fashions.



The entrance to the Fairline Emporium at Galle Road. Kollupitiya.