Sting: A world of men’s fashion

Posted on



Sting offers a wide selection of smart-casual attire for men.

Sting combines trendy, chic and casual styles for everyday men’s wear.

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Photographs Anuradha Perera.

With over 40 showrooms across India, Sting opened its first outlet in Sri Lanka at the Colombo City Centre. The showroom is a chic store dedicated to men’s casual wear. The brand encompasses the ‘fast fashion’ concept, allowing customers to shop for the latest designs that are trending in the world.

Dinesh Sounderajan, Director together with Adarshan Jeganathan, Director introduced Sting to Sri Lanka to offer a comfortable and fashionable wardrobe for

men. The extensive range includes shirts, denims, trousers, t-shirts, jackets, blazers, wallets, sunglasses, perfumes and belts all under one brand name.

The warmly lit showroom invites
patrons.

The warmly lit showroom displays a variety of stylish casuals. Brightly colored t-shirts, check, stripped, and printed shirts adorn the walls. A designated space for smart-casual office wear entices the onlooker. Against the backdrop of a brick wall, denim trousers reflect designer styles off the runway. The contemporary styles have been selected in limited quantities to ensure that customers can create unique outfits that reflect their personalities.

The collection is handpicked from India to suit the Sri Lankan environment and style preference. A new array of trendy clothing is introduced every month, providing customers up-to-date designs along with a fresh store outlook. The brand’s strong online presence allows customers to enjoy shopping from the comforts of their home. Sting clothing is tailored with the finest fabrics – cotton, linen and denim, thereby enabling gentlemen to step out in style for any occasion.

Realizing that particularly men are last minute shoppers, Sting aims to inspire urban men to embrace fashion through their laid-back shopping experience.



Sting’s extensive range includes shirts, denims and jackets for everyday men’s wear.

Sting, RT.01.04.00, Colombo City Centre

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sl.stingshop.com;

Opening hours: 10am – 10pm daily