The Future of Shopping

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NOLIMIT Panadura is a wonderland for any shopper

NOLIMIT’S newly re-opened showroom in Panadura towers impressively over the street. It is a one-stop shop showroom where customers can expect versatility and quality at very affordable prices.

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A colourful collection of shirts

There’s something incredibly inviting about the new facelift of NOLIMIT Panadura. Located on Galle Road, the store stands large and spacious with its exterior painted in two of the fashion chain’s signature colours, red and white with the ever familiar NOLIMIT logo fixed to the showroom’s exterior.

As we entered through the sliding glass doors, it became clear that NOLIMIT was more than equipped to offer customers an extremely well rounded shopping experience.

Not only was the space expansive covering over 30,000 square feet and two very spacious floors, but it was tastefully designed with accents of red and countless strategically placed ceiling lamps creating a bright and upbeat atmosphere for shoppers to browse through. An interesting aspect regarding all of NOLIMIT's showrooms is that they are entirely stocked by sixteen of the fashion chain's own in-house brands and their Panadura showroom is no exception.

The ground floor has been sectioned off into three divisions. The right side of the store belongs to jewellery, fashion accessories and beauty products with the NOLIMIT fashion accessory brand 'I am' boasting some chic and timelessly designed pieces in an impressive range of styles.

The opposite side of the ground floor is dedicated to the NOLIMIT in-house lifestyle brand Home&Me carrying a selection of home ware and kitchenware including mugs, plates and cutlery. The area also carries an extremely varied assortment of other lifestyle merchandise.

The third section on the ground floor is dedicated to men's apparel and includes formal wear, casual wear and footwear. The in-house brands found here include MBRK for the professional, NLM and the casual wear label Deedat, all of whom offer customers trendy, well made and versatile clothing they can wear to many occasions be it casual, work or more formal events.

A brightly coloured section has been created for kids on the first floor, a playful corner that stocks kids wear, toys, puzzles and games that would enrapture the attention of any small child while their parents shop. Aside from this, the upper floor is almost completely devoted to women's clothing. It has been divided to accommodate a handbag section carrying high quality leather goods, a jeans space fronted by home brand GURU, Deedat and a few more brands to offer variety. There is also a lingerie corner carrying a great choice of ladies intimates.

The rest of the floor houses ladies' formal wear, footwear and ethnic wear, which also offers shoppers clothing from in-house brands such as Huf & Dee, Salma, N-i-Z-A, Pink Elephant branded clothing and flip-flops, Sara and the youth favourite, Singing Fish.

The selection of women’s clothing at NOLIMIT Panadura is extremely diverse and provides shoppers clothing to fit any personality.

Rows of gorgeous salwars and kurtas bejewelled in a myriad of colours await those who appreciate wearing traditional feminine clothing. These designs are a celebration of classic eastern glamour, elegance and vibrance. While modern clothing options such as dazzling evening gowns, stylish skirts, chic blouses, comfy t-shirts and funky resort wear are also available for those who wish to add a more contemporary touch to their wardrobe.

With such dedication to its customers and a relentless passion to offer both variety and affordability, it is not difficult to see how NOLIMIT has made such a name for themselves. Being one of the leading clothing chains in Sri Lanka with twenty-one stores located throughout the island to their name, NOLIMIT has certainly found a way to leave its mark on the future of Sri Lankan shopping.

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