

# The MAS Brand Amante, Unveiled in Sri Lanka

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Amanté, Sri Lanka's first brand of world-class intimate wear was unveiled in Sri Lanka celebrating the Sri Lankan consumer's endorsement of premium lingerie. Gracing the Sri Lankan market for the first time after a launch in India in 2007, Amanté offers Sri Lankan women access to international-standard intimate wear, customized to suit the preferences of the South Asian women.

Amanté is a subsidiary of MAS Holdings and the brains behind this brand includes expertise combined through global design studios, experienced designers, insight to the latest international trends and technologies, along with an integrated supply chain to offer consumers high quality lingerie.

"We focused greatly on the preference of Sri Lankan women, and manufactured products in accordance with their requirements in mind. The bottom line is, she ultimately makes the decision for herself as to which lingerie brand makes her look good, fits well, and is available at the right price," states Ajay Amalean, Director of MAS Holdings and Amanté. "That is exactly what Amanté is here to offer, adding to it some world-class fashion and panache."

The brand hopes to tap in to the Sri Lankan market of fashion savvy, discerning and contemporary women between the ages of 21-45. In 2010, Amanté was voted 'Product of the Year' by the Indian consumer in the largest independent survey carried out in India.