The Outlet Store

Posted on



The striking façade of the store

The Outlet Store, the newest shopping experience on Bauddhaloka Mawatha, is a one-stop emporium, which has on offer an impressive selection. A strong desire to provide affordable merchandise and generate a family shopping experience had led to its establishment.

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Photographs Vishwathan Tharmakulasingham and Geeth Viduranga

The men’s department displays
an extensive collection of

fashionable wear

The outlet operates from a space of 15,000 square feet spread over two levels in a distinctive multi-storeyed building composed three-fourths of steel. Its eye-catching exterior is adorned with a façade of perforated bronze cladding – back-lighting after sunset turning it into a brilliant display. Equally striking is the colourful design of the name-board. The ambience within is on a par with international stores.

From street level, a wide stairway strapping the side of the building leads up to the main entrance on the first floor. Crossing the threshold, one is easily awed by the extensive array of apparel and other items on sale.

The first level sees an immense selection of women's clothing, footwear as well as accessories; be it casual, daily, party or office wear. Well-appointed and customised counters towards the front of the store display cosmetics, jewellery, famous makes of watches, branded perfumes, and decorative soaps in pastel shades. The jewellery section sells pure silver and a sparkling collection of imitation accessories. The gift-wrapping area has a splendid selection of wrapping paper and gift boxes of all sizes and hues. Books for adults and children are within easy reach on rotating shelves. In the home-ware section it is rather easy to lose oneself among the fine collection of decorative, handy kitchen-ware and home décor. Amidst all of this, there is even a candy corner!

To the side of the tea stand and facing the main entrance, a spacious stairway leads up to the next level, which stocks men's and children's apparel, footwear, and accessories to match the women's range. If men's or kids' items are what a customer is in search of, the strategic positioning of the staircase allows one to head there straight away without navigating through other merchandise. This is also the level for toys.

The Outlet Store proudly retails its in-house labels for adults and kids under TOS, Lemon Inc, Lucky Brats, Kids Inc, as well as Ezio, the men's footwear range.

"Most of the items are sourced by us directly from Sri Lankan factories or abroad," said Sharhan Mansoor, Managing Director. "This makes it possible for us to market quality goods at affordable prices. We have special offers 365 days of the year and value-for-money 'bundle offers' with discounted rates for purchases of an item in multiple quantities."



Trendy outfits at the ladies' department

Wander over to the Brew Bar, situated adjacent to the covered parking area, for a quick snack or drink. It has enticing cupcakes, brownies, and savouries, in addition to the tempting array of hot and cold coffees, bubble teas, milk shakes and lattes.

The Outlet Store's strategic location makes it easily reachable by public transport and there are 30 parking lots available at ground-level.

The Outlet Store remains opened seven days a week from 10am until 8pm – and operates longer during festive seasons.

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