

Vision Care partners with Swim Week Colombo



Fashionable sunglasses complement
Nadeeshani Ratnayaka's design.

Vision Care showcased its designer eyewear at Swim Week Colombo, as the official eyewear partner of the premier fashion event. Models walked down the ramp in resort and swimwear, while accessorizing their haute couture designs with a wide variety of chic and modern frames and sunglasses.

Vision Care showcased a stunning range of designer brands at the event including Ray Ban, Vogue, Emporio Armani, Carrera, Bvlgari, Prada, Oakley, Burberry, MK, Porsche design, Gucci, and Mont Blanc in collaboration with the designers. These brands from the Milan-based Luxottica Group, the largest eyewear company in the world, showcased its brand portfolio of many proprietary and licensed brands. The event featured reputed designers such as Fouzul Hameed, Nivedita Saboo and a host of talented emerging designers.

'Celebrate Colombo' is a project to revive, restore, and reinvigorate the tourism industry of Sri Lanka, which is ranked as the number one tourist destination of 2019. Swim Week was one of the key events in creating a week-long festival that celebrated the creative industries of Sri Lanka. This project aims to redirect the domestic and international outlook of the city through art, fashion, film and music.



Designer Nivedita Saboo's collection featuring Vision Care's branded eyewear.

It is a collaborative effort between Colombo Fashion Week and Sri Lanka Tourism to showcase Colombo as a vibrant city with an active creative community.