

Vonael: Inspiring a Sense of Style

Posted on



The exterior of Vonael

A dazzling rainbow of a boutique, VONAEL offers discerning Colombo shoppers a huge range of trends and sizes in all manner of materials, from casual cotton to silken evening wear. Big international brands hang alongside designs from local makers, making the store a must-visit whatever your style.

Words Nadhwa Mohamed | **Photographs** Vishwathan Tharmagulasingam



It's impossible to miss the VONAEL boutique on Colombo's Kynsey Road. Stylishly clad mannequins catch the attention of passing drivers, drawing the eye into the store's bright interior with its dozens of racks of men's and womenswear, plus shoes and lingerie. Toe-tapping music makes for a fun shopping experience, as you lose yourself in amongst the enormous range available. And with every item stocked in a wide selection of sizes, from petite to plentiful - there's something for everyone at VONAEL.

Blouses, dresses long and short, ponchos, skirts and trousers, whether plain or printed, in soft pastels or brilliant hues - the store's women's range is one of the most varied in town. Colombo shoppers know to look for party, casual, office and evening wear at VONAEL, while fashionistas on the hunt for designer dresses and handbags won't be disappointed either.

The men's range is also packed with choice, from casual and party outfits to formal wear and a special designer clothing range for men with the most discriminating of tastes. Women's lingerie and summer footwear are available in a wide range of colours and styles too.

Raveena Mihiripanna, VONAEL's proprietor, lends her instinctive style sense to every aspect of the store's operation. Having been dedicated to fashion all her life, Raveena's dream was always to open a boutique that could cater to the needs of people of all shapes and tastes. Her personal experience of changing body contours meant that stocking a wide range of sizes was a priority from the very start, and VONAEL has offered sizes from XS to 5XL since it opened its doors in 2011. This

focus has seen the boutique become a real destination for Colombo shoppers who might otherwise have had to compromise on style to get the fit they want.

Exclusivity is also key to the store's philosophy, with Raveena stocking just a dozen pieces of each design. In keeping with the company's mission to provide exclusive, quality clothing at affordable prices, many of VONAEL's collections come handpicked from Singapore, India and Thailand, as well as the leading export-quality garment houses in Sri Lanka. Shopping at the store is rewarding in itself, but Raveena offers an additional incentive and thank you to regular patrons: a Gold Discount Card that gives holders a 15 per cent reduction on every purchase.

Always elegant and stylish herself, Raveena is happy to lend her expertise to all those who patronise her store, selecting the most flattering dress or top to highlight each customer's curves, even those with the most voluptuous figures. Stylish dresses in reserved colours make an ideal alternative to the conventional office suit for busy working women with an eye for fashion. And when it comes to eveningwear, Ravenna favours looser-fitting pieces, a welcome change from the sartorial restrictions of the working day. Teenagers are catered for too, with a wide range of garments selected to suit young people anxiously looking to make a statement with a stylish outfit for that all important party.

VONAEL may stock just a handful of pieces in each design, but it's a boutique you'll love to lose yourself in again and again.

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