

World Of Outdoor: Alfresco Lifestyle Enhanced



Synthetic rattan lounge and chairs

Words Dilesha Dias **Photographs** Damith Wickramasinghe

Stepping into the World of Outdoor it becomes evident that the spacious emporium is a comprehensively illustrated showroom, exhibiting a broad collection of their products, to fulfil every requirement of their clientele. World of Outdoor, a subsidiary of Rainco Group, offers the finest outdoor furniture to enhance the alfresco lifestyle. They welcome you, and offer the requisite assistance in selecting the finest furniture.

Upon entering, your attention is drawn to a wooden deck, which is one of World of Outdoor's latest ventures. Its detailed finish and quality were a prelude to what we were to see inside. The showroom has a wide array of products to satisfy every

feature in outdoor lifestyle.

Synthetic rattan furniture is another specialised product by World of Outdoor and it is Fast becoming the newest trend in outdoor furniture

The styles associated with outdoor lifestyle improve daily, making outdoor furniture as important as interior ones. However, the most important concern is that the furniture used outside should be able to withstand the external weather conditions. To counter these concerns, World of Outdoor provides a range of furniture, manufactured using solid teak wood that is specially treated for outdoor use. These furniture items are also kiln dried to remove the moisture content of the timber.

Wooden chairs and tables with variant designs and exquisite finishes are presented in eye-catching arrangements, giving insight to customers on how to position their outdoor furniture. As you walk around the showroom, you will find teak umbrellas that are ideal for private outdoor functions or to use along sandy beaches. You can just imagine yourself simply relaxing on a teak sunlounger, under an outdoor umbrella regardless of the weather conditions. With 15 different types of umbrellas to choose from, you could not ask for a better selection.

Synthetic rattan furniture is another specialised product by World of Outdoor, and are one of the first to produce furniture of this kind in Sri Lanka. Synthetic rattan furniture, has become the newest trend in outdoor furniture. The rattan furniture is weaved by a synthetic based wicker which is imported from Indonesia. The crafting is done entirely in Sri Lanka, with their own in-house design team, making every individual piece unique and imparting a more traditional outfit. It is completely recyclable and eco-friendly, another very important feature in outdoor furniture.

The outdoor hammocks are also specially designed products which add to their wide range of outdoor portfolio, to cater to every whim of the customer. Safari tents are a popular and essential product to go on camping that World of Outdoor offers. In fact almost all essential items that are important in setting up a camping site can be found here. The spacious showroom provides you the freedom of perusing through the products and make selections that satisfy your requirement.

Through their passion and perseverance in catering to every need, World of

Outdoor has ventured into an assorted class of outdoor furniture. They frequently come up with the latest and more artistic designs and creations, to fashion furniture specially for their customers' requirements. These items are a display of skilled local craftsmanship. Over the past two years, their portfolio has developed in versatility, providing outdoor furniture to some of the highly rated resorts and hotels not only in Sri Lanka, but also to well known resorts in the Maldives.

World of Outdoor, continues to innovate as they advance into new endeavours and solutions. For instance, manufacturing outdoor decks for pool-sides, outdoor verandahs and patios, are deemed a lucrative venture into architectural outdoor landscaping. Wooden fencing will be another new entrant to its product range.

World of Outdoor hopes to expand its reach in the future.

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