

# TRUNK

SEPT  
2011

*oh my gosh did you hear....*



## CINNAMON GRAND GOT TRUNKed



We at Trunk cannot keep this secret any longer and are thrilled to inform you that our 3<sup>rd</sup> boutique at Cinnamon Grand Hotel has opened its doors. We felt now was the time to expand our range and bring to you, our dear loyal customers, a new array of fantastic merchandise. Come on over and check out our fabulous new collection of Amrapali jewellery, new fun & creative souvenirs, our beautiful fresh new designs from RISE London, U by Upeksha and our very first collection of TRUNK silk shawls & scarves. But that's not all, we didn't forget: SHOES SHOES SHOES! Our new stock of Pazzion shoes will bedazzle the eyes and indulge your feet! So what are you waiting for, let's get Trunked!





# AMRAPALI

## CELEBRITIES SPORT INDIAN STYLE

Each period of history had some stroke of genius contributing to the aesthetic heritage of jewellery making. Rajasthan in India was particularly famous, known throughout the land as the treasure trove of Indian arts and crafts. Kings and nobility were lovers of the arts, which flourished under their patronage. However, with kingdoms gradually vanishing, the art of jewellery making declined for want of appreciative support. Their revival to former glory was imperative to prevent the ancient skills being lost with time.

In 1978, Mr. Rajesh Ajmera and Mr. Rajiv Arora, connoisseurs of Indian history and the founders of Amrapali, took it upon themselves to introduce the world to the exclusivity and magnificence of Indian jewellery. Having travelled in search of Indian artistry, these two designers brought to the global design platform, an entirely

new form of inspiration. They used elements of ethnic designs and revived the traditional methods of the craft, to create a design language distinct to Amrapali.

This coming together of Mr. Arora and Mr. Ajmera has marked a significant period of growth in the Indian jewellery design world. The luxury market of ethnic jewellery has flourished and reached its zenith across the world. With a growing number of western jewellers taking inspiration from authentic Indian motifs, many high profile celebrities choose Amrapali for the most glamorous of events. Amrapali is the only Indian jewellery brand to present their collection in the 'Fashion Weeks' of Milan and New York.

Come in and check out the brand new stock available exclusively at TRUNK. We guarantee, you will fall in love!







Rise has been designing and supplying fashion-forward women's wear to leading High Street stores in the UK for 15 years. In May 2008, Rise changed focus and became a brand in their own right, launching their website [www.risefashion.co.uk](http://www.risefashion.co.uk). The website was an instant success and has been a welcomed addition to the online women's wear market.



Renowned for beautiful embellishment and unusual prints the Rise in-house design team, draw inspiration and source the latest trends and fabrics from around the globe. All of Rise clothing is produced at a high quality and in an ethical manner.



For those who seek unique designs, look no further than our stunning collection of Rise's most charming pieces. The collection is fresh yet classic, including a range of pretty day dresses and modern glamorous evening wear.



Rise is available at our Galle Face and Cinnamon Grand boutiques.

**TRUNK houses some of the best brands available in Sri Lanka. Come in and check out what's in fashion!**

# PAZZION

Fabulously You



Pazzion shoes are designed to marry sophisticated tastes with fashion trends. With attention to detail being the very cornerstone of the Pazzion brand, each piece is crafted with perfection in mind. From the design, to the material used, each stitch whispers understated quality.

Come check out our brand new stock at our boutique at Galle Face Hotel and our new location at Cinnamon Grand!





Upeksha was born and raised in Sri Lanka and moved to the U.S. when she was 16 years old. After finishing university and Art school, Upeksha worked in Washington D.C. for a number of years designing sets and costumes for experimental and dance theatre productions. Inspired by all she had learned and ready to embark on her own brand, Upeksha moved back to Sri Lanka with her young family in 2007, after which she started formally designing and making clothes in late 2008. In 2009, She began housing some of her best pieces exclusively at TRUNK boutique at the Galle Face Hotel and now at the new TRUNK store at Cinnamon Grand Hotel.



We asked Upeksha a few questions -

**What was the inspiration behind starting your new brand?**

*I would say it's mostly a realization of a desire to be in a career to do with visual arts. With a background in costume design and memories of a childhood dressing up dolls, it seemed the most natural career to take on.*

**What personality does your brand reflect?**

*If I have to surmise a girl that reflects the brand... I guess, she would be someone that makes the design her own, rather than a wearer of a trend. She would appreciate the classics and find subtlety appealing. I like to think that intelligence accompanies her beauty.*

**How do you view fashion in Sri Lanka?**

*I think Sri Lanka has the capacity to absorb new and innovative fashion. The Sri Lankan woman in general has a knack for putting colors and shapes together. The affluent of Colombo are definitely on par with western high fashion. I often come across tasteful flare on girls that may not even have access to high fashion magazines.*

With the Sri Lankan fashion scene growing tremendously every year, Upeksha is a rising star that understands colour, form and detail. If you are looking for a clean cut, sophisticated draping, delicate embellishments and classic fabrics, look no further than our very own local talent.

**TRUNK**

**NEVER TOO  
BUSY TO BE  
BEAUTIFUL**



## style TIPS

Why not go simple and elegant this season by teaming tunics with trousers in an effortlessly chic combination. Feel relaxed in a flowing silhouette, both slimming and sexy. Create interest and depth with panels in block colours.



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**TRUNK**

At The Shopping Piazza, The Galle Face Hotel  
Shop No. 7, 2 Galle Road, Colombo 3

At ODEL No 5, Alexandra Road, Colombo 07

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