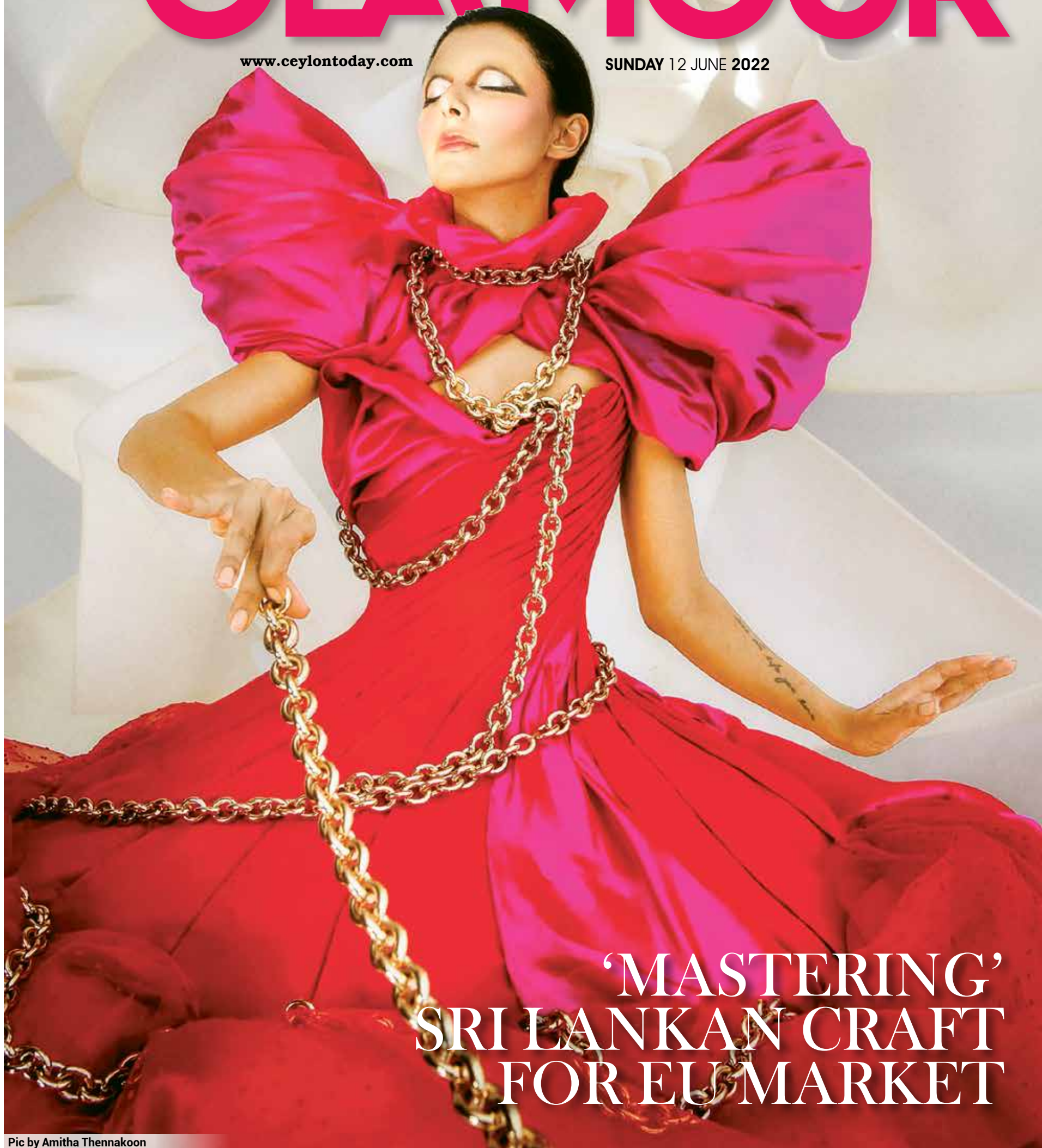


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‘MASTERING’
SRI LANKAN CRAFT
FOR EU MARKET

Pic by Amitha Thennakoon



HIGHLIGHTS FROM THE MDEFD GRAND FINALE

The grand finale of the Chokolaate Mother-Daughter Fashion Designer was a glamorous affair held on the 29 May at the Taj Samudra. Ten aspiring, young, female designers showcased their collections of casual, active and evening wear modelled by real mothers and daughters. The event was attended by prominent personalities from the fashion and entertainment industry and was acclaimed as a well-executed show.

Featured here are some of Glamours favourite picks from the ramp.

(Pix by Venura Chandramalitha)





NEVER TOO OLD

By AMA H. VANNIARACHCHY

Most of the modern beauty standards promoted in TV commercials, in the entertainment industry, in the fashion industry, and on social media don't seem to be alright. These standards say that women should be dolled up all the time and look picture perfect.

Pimples, acne, or wrinkles are shown as if it is the end of the world for a woman; dark skin is shown as a hurdle to rising high in one's career.

Don't commercials say that a woman should always force herself to look like a doll, with forever young, wrinkle-free fair skin, no dark circles, bright lips, neat eyebrows, painted eyes, perfect hair, and perfect teeth? Why do these commercials and promotions always idealise a woman like this? The answer is simple; it is to market their products.

The truth is that there is very little reality behind these commercials. These commercials and promotions create myths and fear against women aging as they portray a woman's physical appearance in a very unrealistic way. These have made us believe or feel that a woman with wrinkles, dark circles, grey hair, and dull skin is ugly and unpleasant; and a woman should not look like that. The danger is that these are creating immense pressure on women, forcing them to fit into these unrealistic modern beauty

standards. This pressure causes them to spend unnecessarily and use unhealthy products.

These commercials create a fear of aging, forcing us to believe that old age makes us 'ugly' and 'miserable,' therefore it is a must to use anti-aging products and all sorts of beauty products to make us look 'young,' and 'desirable'.

But, this is not true. There is no need to force yourself to look young and dolled up and there is no need to believe that these beauty standards are true. The truth is that you should be confident about who you are, and welcome aging with an open mind.

Aging is a natural process

Aging is a natural process and that is the reality. Everyone ages. The fear of aging is natural and common all over the world. Thus, there is no need to put ourselves under pressure thinking about this. It is important to understand this, and no matter how many expensive products and treatments we use, this natural process cannot be stopped.

Youth is temporary as our childhood was.

There is nothing wrong with being old

As it is a natural process faced by all living things, there is nothing wrong with it. It is just another phase of our lives, just like our childhood and youth. So be ready to

embrace it with an open mind. We must understand and realise that there is nothing wrong with looking old, to having wrinkled skin or grey hair. No one in this world has discovered the fountain of youth.

Practice self-love

It is important to look good, but it is more important to feel good and be good. Invest the time you spend on beauty products and treatments to focus on your inner self. Embrace your age and body as it is. Instead of spending hours and money on beauty products, attempting to fight this natural process, spend that time loving yourself. When you start to love yourself, you will learn to feel comfortable in your own skin. You will also realise that being content with yourself is important, but not to please anyone else nor look beautiful to feel validated by others.

Do not compare yourself

There is no need to compare yourself with what you see on social media or TV commercials. You are you and accept it. We all are different and unique human beings. This uniqueness should be understood and accepted. There is no need to follow someone who looks 'beautiful in front of the camera'.

Take care of your mental and physical health

It is more important to be healthy, physically and mentally. To be physically healthy, eat well, drink

plenty of water, stay fit and most importantly be clean. Have a balanced diet. Make it a habit to be clean. Cleanliness is not only keeping your body clean but also your environment. Make sure your clothes are clean, house, garden, workplace and so forth.

Make it a habit to walk outside, and be close to nature. Gardening is a great way to keep up your mental health. As we grow old, feeling depressed and the fear of loneliness is natural. This is why having hobbies and socialising is important. Stress and depression are major factors that have a negative impact on our physical appearance. Therefore, maintaining good mental health is important. Arts and crafts, gardening, having a pet, reading books, participating in charity, meditation, yoga, and religious or spiritual activities help you maintain your mental health.

Start now

Do not wait till you retire or most of your loved ones are gone, to start preparing yourself to face aging. It is always better to start now; start practicing self-love, adopt good health habits, be fit, meditate and do yoga, make the best use of time by spending them on fruitful tasks and so forth.

The trick is, when your mind is trained in your younger days, you will not have to struggle when you are actually aging; it will be a smooth, graceful phase of your life.



VELVET'S NEW SOAP TO BOOST YOUR SKIN

Skin care plays a major role in one's hygiene practices, the soap we use has an impact on our skin's health, nourishment and feel. This is why Velvet, one of Sri Lanka's leading beauty soaps re-invigorated a new range of soap that provides the boost one needs to combat skin dryness and dullness. Velvet, the signature beauty soap brand from Hemas Consumer Brands has revolutionised the beauty space over the years with its innovative products, industry leading technology and strong stand in keeping with industry standards without compromising on quality. The brand has always prioritised the Sri Lankan consumers' skin care needs and as such has revitalised its core range of soaps further strengthening its beauty soap portfolio.

The newly launched Velvet soap range with added boost for your skin is enriched with skin loving ingredients such as Vitamin Complex that keep your skin fresh and moisturised for up to six

hours. This specially formulated soap is enriched with vitamins, minerals and other essential ingredients to provide a healthy, soft, supple and smooth skin.

The new 'Moistureboost' and Vitamin component help to achieve a moisturised and bouncy skin. The moisture boost actives offer a hydrated skin, which lasts longer than most soaps and is one of the key signs of a healthy skin. Velvet being the first brand to introduce dual ingredients has carefully picked its combinations to enhance skin-loving benefits. The new moringa and rice milk variant from Velvet is the first of its kind in Sri Lanka and each of these ingredients used in Velvet soap are 100% natural and provide much needed hydration and nourishment to the skin.

At a time when affordability is a key deciding factor for consumers – Velvet has stayed true to its origins offering beauty soap solutions that have often been only limited to premium imported soaps

and skin cleansing solutions. Having understood the needs of the Sri Lankan consumer, the brand has engineered its products to solve the major skin care concerns such as skin dryness and dullness.

Over the years, Velvet has maintained its status as Sri Lanka's only Dermatologically accredited beauty soap brand and is clinically proven to be non-irritant to the skin. Velvet is committed to not compromise on its quality but to be the best value for money beauty soap brand in Sri Lanka. Velvet comes with a comprehensive product portfolio including soap, body wash, hand wash, and body lotion, which are manufactured to the highest standards in line with necessary safety protocols. All Velvet products claim the NMRA, GMP, and IFRA certifications while the brand is renowned for the mild fragrances used in its products. Encompassing all the above benefits and credentials, Velvet's journey will always have the consumers' at its heart.





EU Training 1: Professor of Practice Robert Meeder leading the workshop and bringing together international designers with aspiring Sri Lankan creative talent



EU Training 2: Professor of Practice Robert Meeder leading the workshop and bringing together international designers with aspiring Sri Lankan creative talent

‘MASTERING’ SRI LANKAN CRAFT FOR EU MARKET

After a year of research of the fashion, handloom and batik sectors in Sri Lanka, the Cultural Relations Platform announces a pilot training, as a form of ‘master class/experience’ of European and Sri Lankan creatives coming together to master their craft and creativity.

The pilot training stems from the conclusions of the research that highlight the need to support and harness the creative community of Sri Lanka that already work and engage with the traditional and living crafts. The pilot training was guided by Robert Meeder, a professor of practice and was also seen as an opportunity to allow participants to network and share insights and experiences that work towards a collaborative creative community.

Content contributors, on the other hand, came from the pool of EU research participants with a



Ranura 1: Ranura Edirisinghe’s digitalised batik designs developed in collaboration with Sri Lankan artisans

Sri Lankan shared heritage, such as the UK/EU designer Ranura Edirisinghe (currently a textile



Ranura 2: Ranura Edirisinghe inspired by contemporary art and prints in collaboration with Sri Lankan artisans

designer at Burberry) and the Italian designer Andrea Brocca Senanayake, the world’s youngest couture designer. Both of whom



Ranura 3: Ranura Edirisinghe designs combining and redefining urban cool and contemporary silhouettes

share an additional personal connection with Sri Lanka; Ranura was born in Sri Lanka and grew up in the UK and Andrea is half Italian and Sri Lankan and grew up living between Italy and the Middle East.

For the pilot training, a combination of Sri Lankan companies who have participated in the research project (Barefoot, Kantala, Selyn) were invited to nominate ‘young creative’ staff to participate along with additional freelance designers.

The activity also created an opportunity through a virtual/digital platform for permanent sharing, networking, and supporting the growth of young Sri Lanka talents. “Mastering Sri Lankan craft for EU market” was implemented, coordinated and facilitated by the Cultural Relations Platform for the EU Delegation in Sri Lanka.



Andrea Brocca 1: Lady Gaga featured on the cover of Billboard magazine wearing Andrea Brocca couture



Andrea Brocca 2: Recent Harper's Bazaar cover featuring Andrea Brocca couture



Andrea Brocca 3: Vogue Arabia, Andrea Brocca – the world’s youngest couture designer with Sri Lankan roots



GALA INAUGURATION OF THE ALLIANCE FRANÇAISE DE COLOMBO

Alliance Française de Colombo at Barnes Place, Colombo 7 recently hosted the grand opening ceremony for their newly refurbished premises. Many distinguished guests, invitees, artists and well-wishers graced the occasion. Internationally acclaimed singers Rohan and Ishan De Lanerolle, accompanied by Neranjan de Silva on the piano performed in French and English at the event.

Captured here are some of the highlights from the celebration.
(Pix by Anuruddha Medawattegedara)





SILVER JUBILEE CELEBRATIONS

Sri Lanka Law College Batch of 1993 celebrated 25 years at the bar in style at the Hilton Colombo recently. It was a fun-filled night with lawyers celebrating not just their career success but long-lasting friendships. The event was 'called to order' by the chairman of the organising committee Dilan Ratnayake, who proposed a toast. Anno Domini entertained the guests and the event was full of prizes and surprises.

Captured here are some of the highlights from the celebration.

