

CFW 2011 is set to unfold on February 4th, 5th and 6th at the Hilton Colombo.

The first Colombo Fashion Week was held in 2003 and since its inception the main objective of the event has been to uplift Sri Lanka's fashion design industry through opportunities for Sri Lankan designers in key international markets. Colombo Fashion Week 2010 was the biggest to date and it provided a strong boost to the fashion design industry in Sri Lanka. For next years event there will be 20 Sri Lankan designers and 10 prominent international designers participating as well as eight buyers and 10 international media houses.

Deccan Aviation Lanka, Sri Lanka's premier domestic airline has partnered with Colombo Fashion Week for the 2nd consecutive year. Last year the airline flew a group of international fashion designers such as Rohit Bal, Manoviraj Khosla and Agatha De La Prada in a luxurious helicopter over the beaches of Sri Lanka followed by a day at a resort in the south coast.

Other key partners include HSBC, Hilton Colombo, Sri Lankan Airlines, Colombo Jewellery Stores, Spa Ceylon, LICC, Hameedias, G2 and Video Image.

This year too Deccan will offer a dedicated helicopter for the duration of the CFW, special discounted fares will be offered to the personalities that attend the event.

Denham Schokman, CEO/Director of Deccan Aviation Lanka said: "Deccan has a long standing history flying fashion personalities and celebrities and we're proud to be the official domestic airline of CFW for the 2nd consecutive year with a goal of showcasing the beauty and diversity of Sri Lanka to all the visitors."

Colombo Fashion Week is as strong as our like minded partners. Deccan understands this synergy and we appreciate the fact that they have come onboard as the domestic airline partner said" Ajaiy Virr Singh, President of Colombo Fashion Week.

Deccan is Sri Lanka's premier domestic airline and helicopter operator conducting flights to any destination in Sri Lanka.