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Anarkalli appointed Stone N String ambassador



Glamour queen and youngest ever most popular actress Anarkalli Aakarsha was appointed as the brand ambassador for Stone N String, leading fashion jewellery manufacturers in Sri Lanka. Speaking on why they chose Anarkalli as their brand ambassador, Founder of Stone N String Mohideen Subeet said, "Stone N String is renowned for having a vast collection of vibrant jewellery as well as the very latest in fashion. We wanted someone who would reflect our brand's core values - glamour, youth and sophistication."

NEWS

Stone N' String gets a brand ambassador

Anarkalli Aakarsha, the glamour queen and youngest ever 'Most Popular Actress' was recently appointed as the brand ambassador for 'Stone N String', the leading fashion jewellery manufacturers in Sri Lanka.



Stone N' String appoints youngest brand ambassador Anarkalli Aakarsha. Also in the picture are Mohideen Subeet, founder Stone N' String (right) and former head, director Stone N' String (left).

SL BUREAU

Following their decision to choose Anarkalli for this position, Mohideen Subeet, founder Stone N' String said, "Stone N' String is renowned for having a vast collection of vibrant jewellery as well as producing designs that are the latest in fashion. We wanted someone who would reflect our brand's core values which are glamour, youth and sophistication." "We believe that Anarkalli epitomises these qualities and through her we can showcase to the world, just how a person can make use of elegant and fashionable accessories to create a look that is both trendy and fresh," he added.

take it to the next level," she said.

Stone N' String will be unveiling a new collection, along with the appointment of Anarkalli as their new brand ambassador. Founded in the 1980's by Mohideen

Subeet more as a hobby, Stone N' String today has grown to over 40 outlets worldwide and is the first Sri Lankan company to franchise its outlets globally.



watchout

Sunday Island October 1, 2006 Vol. 23 No. 31

Mohideen Subeet
Location: National Hotel
Jewellery: Stone N String
Coordination: Sharda
Participant: Employees

Stone N' String today has grown to over 40 outlets worldwide and is the first Sri Lankan company to franchise its outlets globally.

"In every period of time for Stone N' String has developed over the years. Their potential to market their jewellery on a global scale is immense. What I admire about the company is that they have something for every occasion - from semiprecious to brides and even beauty gowns," said Anarkalli. She further states that a woman always has to be the picture of elegance. "Everything should be perfect and well-coordinated from her clothes to her jewellery. She should always have elegance and Stone N' String is a company that reflects that quality and I hope that through our partnership we can

Daily Mirror

MONDAY

Life

SEPTEMBER 25, 2006

Glam Girl Anarkalli...

Leading High Fashion Jewellery designer Mohideen Subeet's Stone N' String recently named its youngest brand ambassador, Anarkalli Aakarsha as its brand ambassador and its brand ambassador.

The greatest trend and sophistication in the world has a gemstone that makes you a beautiful person. It comes in a long chain, necklaces, and rings.

(Continued) by Sharda Participant of Employees