Research Article 01

A Study on Visit Intention and Tourist Experience at Fashion Events in Sri Lanka: Special Reference to Colombo District

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Abstract

This study aims to investigate visit intention and tourist experiences within the context of fashion events in Sri Lanka, with special reference to the Colombo district. The research objectives encompass an exploration of the influence of fashion event characteristics on tourist experiences mediated by visit intention in fashion events to the broader tourism industry in Sri Lanka. A quantitative research approach was utilized for the study. Data was collected from the 120 fashion events participants and convenience sampling technique was used as sampling technique. A semi-structured questionnaire was used to collect the data while Partial Least Squared Structural Equation Modeling (PLS-SEM) was used to analyze data. The main findings showed that the characteristics of fashion events have a positive influence on visit intention, while positively impacting the tourist experience. Visit intention was found to play a significant fully mediating the relationship between characteristics of fashion event and tourist experience. The study recommends some policy implications such as creating a unique identity for fashion events can contribute to the preservation of the cultural heritage. The country can promote its cultural identity and preserve its rich history by incorporating traditional elements into modern fashion.

Keywords: Characteristics of fashion events, fashion industry, fashion tourism, tourist experience, visit intention

Introduction

In the dynamic realm of fashion, characterized by perpetual change and global reach, the allure of the most current collections and trends captivates a diverse audience of enthusiasts. A profound desire to immerse oneself in new environments often prompts individuals to seek opportunities to engage with local fashion events (Adebimpe, 2013). As this global phenomenon unfolds through a myriad of fashion presentations, it solidifies its position as a cornerstone in a city's competitive edge, holding profound implications for the burgeoning tourist sector (Bada, 2013). The strategic promotion of fashion events emerges as a potent catalyst, fostering not only the evolution of fashion trends but also contributing significantly to the advancement of tourism. Newsletters become instrumental in disseminating awareness and generating excitement about contemporary fashion trends, thereby attracting international attention (Bashir & Ismail, 2010). The allure of meeting designers, exploring diverse collections, and staying abreast of emerging trends has fueled a surge in participation at fashion events (Bataineh, 2019). In fashion events, experience refers to the emotional, cognitive, and sensory engagement that attendees derive from participating in or observing the event. Fashion events are uniquely positioned to deliver immersive, multi-sensory experiences that blend elements of creativity, entertainment, and cultural significance (Oh et al., 2007). Visit intention refers to the psychological inclination or commitment of individuals to attend a fashion event. It encompasses their willingness, planning, and motivation to participate in the event based on various factors, such as perceived value, personal interest, and external influences (Kim et al., 2015).

Within the vibrant tapestry of Sri Lanka, a host of distinguished fashion events such as Colombo Fashion Week, Mercedes Benz Fashion Week, cultural batik fashion events, the Colombo International Yarn & Fabric Show, and Intex South Asia play a pivotal role. Colombo, with its rich reservoir of seasoned fashion designers, thriving fashion events, robust design institutes, and innovative approaches to the fashion business, aspires to establish itself as a fashion city. However, the journey to such recognition demands concerted efforts from both governmental bodies and tourism stakeholders (Wattegama, 2019).

Oh et al., (2007) highlighted the importance of experiential aspects in tourism but did not delve into the mediating effects of visit intention. This research expands on their findings by incorporating visit intention as a critical mediator. By clarifying the role of intention, this study contributes to a better theoretical understanding of how event design influences tourist behavior. Fashion events are unique due to their reliance on aesthetic appeal, exclusivity, and cultural significance. Despite their growing prominence in event tourism, research on their specific impact on tourist experiences is scarce. This study seeks to uncover how fashion event characteristics influence both pre-visit behaviors and post-visit outcomes. Kim et al., (2015) demonstrated that creating intention-driven marketing strategies enhances event attendance. By extending this framework to fashion events, the study provides practical tools for improving visitor engagement and satisfaction.

Prior studies posit that fashion shows wield considerable potential to bolster Colombo's economy by elevating the city's image, influencing individual identities, and instigating more active lifestyles. International fashion events, in particular, attract high-income tourists with a penchant for shopping and exploring local attractions. Notably, these tourists tend to prolong their stay and frequent neighboring areas post-event, differentiating them from conventional tourists (Wattegama, 2019). Against the backdrop of the unprecedented challenges posed by the COVID-19 pandemic and the prevailing economic conditions, the conventional avenues for travel, experimentation with new styles, and engagement with global brands and trends faced disruptions. Consequently, there arises a pressing need for a paradigm shift among enterprises associated with the tourism sector. Annual fashion week in Colombo stands as a testament to the profound impact of such events on the city's status as a burgeoning fashion hub (Wattegama, 2019). The motivation for this research stems from a desire to bridge theoretical gaps, provide industry-specific insights for fashion events, and address evolving consumer behaviors. By examining the relationships between event characteristics, intention, and experience, the study advances the understanding of event tourism dynamics and provides actionable recommendations for stakeholders. This research endeavors to elucidate the objectives and experiences of travelers through their engagement with fashion events, aiming to identify key barriers to the promotion of such events in Colombo, Sri Lanka, and present viable alternatives.

Research Objectives

1. To identify the impact of the characteristics of fashion events on the tourist experience.

2. To identify the mediator impact of visit intention between characteristics of fashion events and the tourist experience.

Literature Review

Fashion Tourism

Fashion tourism is a part of bigger sectors including creative tourism, cultural tourism, and retail tourism (Miller, 2014). On the other hand, it may apply to persons who go to certain destinations to enjoy activities such as sightseeing, shopping, trying new things, and, of course, purchasing new attire (Heim, 2022). Furthermore, the fashion tourism industry's relationships with suppliers, host towns, and DMOs are stronger than ever. People travel to learn about one other's cultures, history, and worldviews, to share their trips on social media, and to appreciate the local fashion scene. With each passing year, retail cities tend to surge to the top of the list of preferred vacation locations (Bashir & Ismail, 2010). Luxury fashion brands may help a city promote itself as a fashion tourist destination. The relevance and need to introduce fashion tourism in a range of areas has been emphasized as a result of fashion's broad participation and marketing. The finest example of how fashion weeks have become big worldwide events is London Fashion Week (Bada, 2013).

Fashion Events

The advent of fashion weeks and the merging of the fashion business into the tourist sector have converted cities into dynamic hubs where creative boundaries are constantly pushed (Azuma & Fernie, 2003). Cities that hold and promote fashion weeks gain national and worldwide reputations, attracting more inhabitants and visitors (Basit & Waseem, 2017).

Promotional events such as fashion weeks, demos, festivals, and exhibits have grown in popularity in recent years (Bashir & Ismail, 2010). Successful fashion shows benefit the community by increasing media attention, attracting more visitors, creating local job possibilities, and strengthening the argument for needed infrastructural upgrades (Aakko & Koskennurmi-Sivonen, 2015).

Tourist Experience

A visitor's memorable emotional or mental condition while getting service is defined as an experience. What a tourist gets out of a vacation is dependent on what other tourists get out of their travels (Azuma & Fernie, 2003). The recommended strategy for attracting tourists is to organize one-of-a-kind events. Marketing is an important source of competitive advantage for tourist event organizers because it brings the brand to life and produces more collaborative and perceptive awareness (Bashir & Ismail, 2010). An historical occurrence that adheres to a set of predefined beliefs Anticipations and goals color every experience. People's attitudes and conduct are influenced by the experiences they recollect (Bataineh, 2019).

Visit Intention

A person's choice to go somewhere is influenced by a variety of internal and external circumstances, as well as the availability of travel alternatives (Bataineh, 2019). Numerous studies have shown that a person's preferences and perceptions of tourist sites have a major influence on their chances of visiting. Visitors are satiated and more likely to return when their expectations are fulfilled; when their expectations are not met, they are unsatisfied and less likely to return (Bataineh, 2019). The prestige of a destination's fashion sector is underlined. As a result, fashion shows and other comparable events are critical for keeping a venue prominent and drawing tourists. Tourists attend fashion weeks and other industry-leading events in addition to visiting the top boutiques. They assist tourist sites in increasing the number and diversity of visitors (Nadzeya, 2020).

Visit Intention and Tourist Experience

Because it has been studied and conceptualized in other disciplines such as psychology, sociology, and organizational behavior, visit intention is an important issue in marketing research. The chance of a traveler returning to a place is an important component in assessing the effectiveness of a destination's marketing activities as well as the profitability of specific goods and services. There seems to be a link between a tourist's degree of involvement with a destination's sights and sounds and the quantity of information they learn from the trip. Associating tourist sites with the desire to visit increases the chance of a pleasant experience. (Kim & Kwon, 2018)

Fashion Industry in Sri Lanka

Despite its many advantages, Sri Lanka's fashion industry has difficulty competing in international export markets because it pays its employees market rates. With an approximate 1% market share, the company is well outside the top 10 apparel manufacturers (UNWTO, 2014). If cost-cutting pricing tactics are continued over the next five to ten years, the industry will grow. Prices have risen in recent years in nations such as Bangladesh, which dominates the fashion sector despite having a low minimum wage (typically less than $100 per month). This pricing adjustment, along with the current focus in industrialized countries on socially conscious shopping, may result in faster growth in the coming years. Despite a salary rise for

Bangladeshi workers in December 2018, the minimum wage in Sri Lanka's textile sector is $25 more than in Bangladesh (Adebimpe, 2013).

Research Methodology

This research focuses on the study about identifying visit intention and tourist experience in fashion events in Sri Lanka. The researcher used a quantitative approach to better understand fashion events in Sri Lanka and the variables that impact visitors' participation choices. Colombo has a higher concentration of fashion industry experts and fashion events. Fashion event participants, make up the study's population. A convenience sampling approach was used to choose the research sample and 120 fashion event participants in Colombo were selected as a sample. The minimum sample size was determined using the Daniel Soper calculator to assess the direct effect.

Researchers employed self-administered questionnaires to gather data. The inquiries and their forms are pre-planned in a well-designed survey. The questionnaire was divided into four parts; demographics, characteristics of fashion events, visit intention, and tourist experience. A five-point Likert scale was employed in the research, with 1 representing strong disagreement and 5 indicating strong agreement. The Partial Least Square - Structural Equation Modelling (PLS-SEM) approach was used in data analysis with the Smart PLS statistical software to accomplish the study objectives.
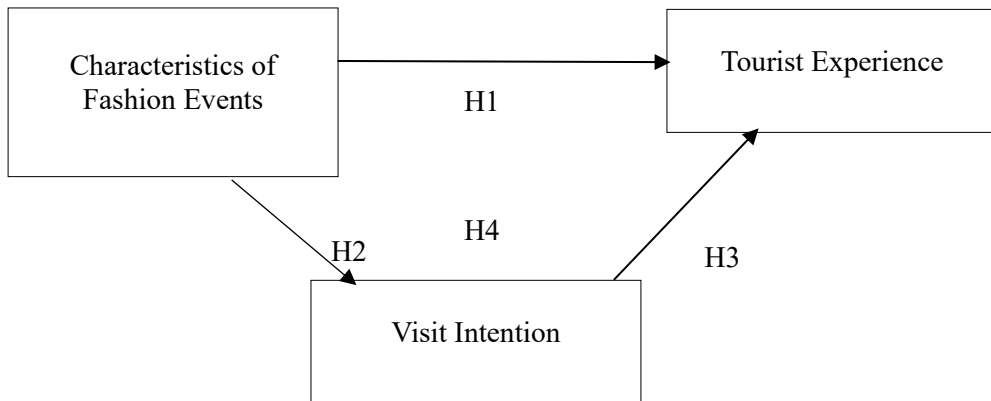
Conceptual Framework

Figure 1: Conceptual Framework
Source: Developed by the researcher based on literature review (2024)

Hypotheses

H_1 - There is a positive relationship between the characteristics of fashion events and the tourist experience.

H_2 - There is a positive relationship between the characteristics of fashion events and visit intention.

H_3 - There is a positive relationship between visit intention and tourist experience of fashion events.

H_4 - There is a positive relationship between the characteristics of fashion events and the tourist experience through visit intention.

Results and Interpretations

Demographic Factor Analysis

The analysis of demographic factors yielded valuable insights into the profile of attendees at fashion events in the Colombo area. The majority of tourists (70.25%) originated from Asia and Oceania, underscoring the regional significance of these events. Interestingly, 72.1% of respondents were female, emphasizing a strong female presence, and 71% were millennials or younger, highlighting the appeal of fashion events to the younger demographic. The educational background data revealed that 47.9% of tourists from the western province held a bachelor's degree, indicating a relatively educated audience. Moreover, the overwhelming majority (95%) expressed eagerness to attend fashion events, showcasing a positive inclination toward such activities.

PLS-SEM Model Assessment

The outer loadings table (Table 1) provided insights into the strength of relationships between latent constructs and their indicators. All outer loadings surpassed the 0.7 threshold, affirming robust connections. The composite reliability and Cronbach's alpha values (Table 2) indicated high internal consistency and reliability, bolstering the validity of the measurement model.

Table 1: Outer Loadings

Indicator	Outer Loadings	Indicator	Outer Loadings	Indicator	Outer Loadings
DA1	0.885	INVQ1	0.925	SIQ1	0.893
DA2	0.861	INVQ2	0.956	SIQ2	0.930
EntQ1	0.918	NQ1	0.935	SIQ3	0.944
EntQ2	0.919	NQ2	0.927	Expec1	0.963
EntQ3	0.914	PPQ1	0.946	Expec2	0.944
EntQ4	0.859	PPQ2	0.944	Expec3	0.948
Org1	0.907	PPQ3	0.930	IRQ1	0.955
Org2	0.737	PPQ4	0.911	IRQ2	0.720
Org3	0.803			IRQ3	0.936
				PastEX1	0.972
				PastEX2	0.964

Source: Smart –PLS data output (2024)

Reliability

Table 2: Reliability

Indicator	Composite Reliability	Cronbach's Alpha
Characteristics of fashion events	0.966	0.959
Tourist experience	0.981	0.976
Visit Intention	0.985	0.985

Source: Source: Smart –PLS data output (2024)

For the exploratory study, a composite reliability/Cronbach alpha value between 0.60 and 0.70 is appropriate, however, values more than 0.70 are necessary for the following stages of inquiry. The table below shows the aggregate dependability of the variables. All of the composite reliability scores in the table are more than 0.7, suggesting that the data is trustworthy. All Cronbach's alpha values in the presented table are larger than 0.7, indicating that the data are internally consistent (Hair et al., 2014).

Convergent Validity

Table 3: Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Characteristics of fashion events	0.755
Tourist experience	0.862
Visit Intention	0.867

Source: Smart –PLS data output (2024)

Convergent validity was established through the average variance extracted (AVE) values (Table 3), which exceeded the minimum threshold of 0.5 for all constructs.

Discriminant Validity

Discriminant validity was rigorously confirmed through Fornell-Lacker criteria, cross-loadings, and HTMT values (Tables 4, 5, and 6). The HTMT values consistently fell below 0.9, providing strong evidence of discriminant validity.

Table 4: Fornell-Lacker Criterion

	Characteristics of Fashion Events	Tourist Experience	Visit Intention
Characteristics of fashion events	0.869		
Tourist experience	0.885	0.928	
Visit Intention	0.899	0.967	0.931

Source: Smart –PLS data output (2024)

Table 5: Cross Loadings

	Characteristics of Fashion events	Tourist Experience	Visit Intention
DA1	0.885	0.898	0.921
DA2	0.861	0.849	0.894
EntQ1	0.918	0.812	0.799
EntQ2	0.919	0.811	0.825
EntQ3	0.914	0.782	0.809
EntQ4	0.859	0.669	0.697
Org1	0.907	0.802	0.786
Org2	0.737	0.547	0.552
Org3	0.803	0.66	0.644
Expec1	0.844	0.963	0.952
Expec2	0.821	0.944	0.926
Expec3	0.849	0.948	0.909
IRQ1	0.859	0.955	0.932
IRQ2	0.634	0.72	0.646
IRQ3	0.835	0.936	0.907
PastEX1	0.862	0.972	0.944
PastEX2	0.847	0.964	0.929
INVQ1	0.834	0.903	0.925
INVQ2	0.869	0.939	0.956
NQ1	0.844	0.878	0.935
NQ2	0.838	0.91	0.927
PPQ1	0.852	0.924	0.946
PPQ2	0.852	0.9	0.944
PPQ3	0.837	0.889	0.93
PPQ4	0.824	0.857	0.911
SIQ1	0.791	0.833	0.893
SIQ2	0.815	0.922	0.93
SIQ3	0.846	0.946	0.944

Source: Smart –PLS data output (2024)

Table 6: Path Coefficients for Structural Model

	Characteristics of Fashion Events	Tourist Experience
Tourist Experience	0.803	
Visit Intention	0.813	0.784

Source: Smart –PLS data output (2024)

These path coefficients represent the relationships between the latent variables and their indicators. The positive loadings signify a positive relationship, and the magnitude of the loading indicates the strength of that relationship. The path coefficients reveal the strength and direction of the relationships between latent variables and their indicators.

A loading of 0.803 indicates the positive direct impact of characteristics of fashion events on the tourist experience. A loading of 0.813 indicates the positive direct impact of characteristics of fashion events on tourists' visit intention. A loading of 0.784 indicates the direct impact of visit intention on the tourist experience.

These findings are essential for understanding the dynamics between characteristics of fashion events, the resulting tourist experience, and the subsequent visit intention. They contribute to a comprehensive understanding of the impact of fashion events on tourism-related factors.

Structural Model Analysis

Hypotheses testing, conducted through the Smart PLS software, produced results presented in Tables 7 and 8. Hypothesis 1 (H1), positing a direct positive relationship between characteristics of fashion events and tourist experience, was rejected (p = 0.079). However, Hypothesis 2 (H2) and 3 (H3) were accepted, signifying a positive relationship between characteristics of fashion events and visit intention (p = 0.000) and between visit intention and tourist experience (p = 0.000).
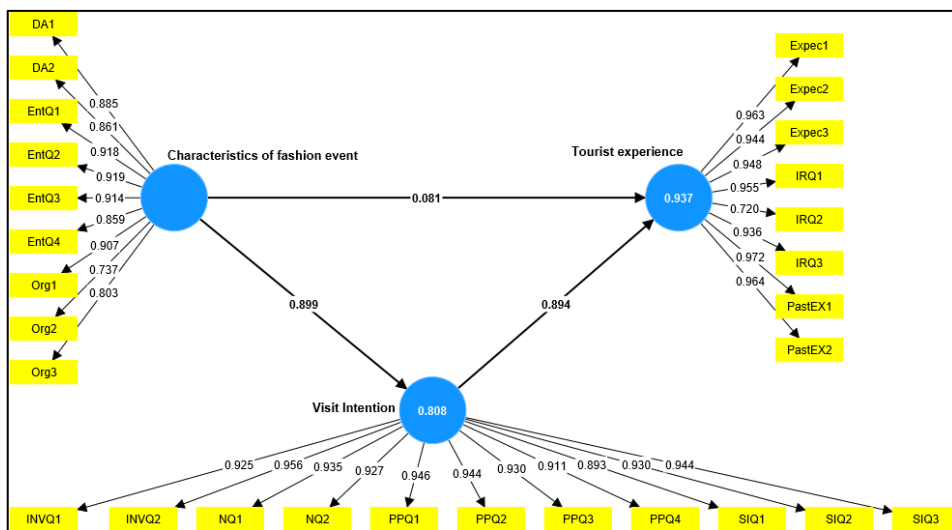

Figure 2: Path Model
Source: Smart –PLS data output (2024)

Hypotheses Testing

Table 7: Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
H1 Characteristics of fashion events -> Tourist experience	0.081	0.085	0.046	1.758	0.079
H2 Characteristics of fashion events -> Visit Intention	0.899	0.899	0.027	32.939	0
H3 Visit Intention -> Tourist experience	0.894	0.891	0.044	20.388	0

Source: Smart –PLS data output (2024)

The P value for H1 is 0.079, which is higher than 0.05. Based on this, H1 is rejected. Therefore, it can be concluded that there is no direct positive relationship between the characteristics of fashion events and the tourist experience. The P value for H2 is 0.000, which is less than 0.05 and it is accepted. Therefore, it can be concluded that there is a direct positive relationship between the characteristics of fashion events and visit intention. The P value of H3 is 0.000, which is less than 0.05. Therefore, it can be concluded that there is a positive relationship between visit intention and tourist experience.

Table 8: Specific Mediation Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
H4 Characteristics of fashion events -> Visit Intention -> Tourist experience	0.804	0.8	0.043	18.653	0.000

Source: Smart –PLS data output (2024)

The P value for H4 is 0.000 which is less than 0.05. Therefore, it can be concluded that there is a positive relationship between the characteristics of fashion events and the tourist experience through visit intention. In this research,

1. Direct effect is insignificant between characteristics of fashion event and the tourist experience (0.079)
2. Indirect effect after adding the visit intention is significant (0.000)

Therefore, visit intention fully mediates the relationship between the characteristics of fashion events and the tourist experience.

The rejection of H1 (P = 0.079, > 0.05) suggests that fashion event characteristics do not directly impact the tourist experience. This is significant because it challenges conventional assumptions that well-designed event attributes fundamentally lead to a superior tourist experience. Oh et al., (2007) found that event-specific attributes such as design or entertainment value can influence tourist satisfaction indirectly through mechanisms like

emotional engagement. The current findings align with this, suggesting that the characteristics alone do not directly translate into satisfaction. This highlights that fashion event characteristics alone are insufficient for creating impactful tourist experiences. It shifts the focus from intrinsic event quality to the visit intention that converts these attributes into meaningful experiences. The acceptance of H2 (P = 0.000, < 0.05) indicates a strong direct positive relationship between fashion event characteristics and visit intention. Kim et al. (2015) highlighted that event features like entertainment quality and interactivity are critical for stimulating visit intention in festival tourism. This result emphasizes the importance of event design, marketing, and promotional strategies in cultivating visit intention.

The acceptance of H3 (P = 0.000, < 0.05) confirms a strong positive relationship between visit intention and tourist experience. Baker & Crompton, (2000) found that pre-visit intentions shape tourists' emotional and cognitive engagement with the event, ultimately influencing satisfaction levels. This emphasizes the idea that visitor satisfaction and experience quality depend heavily on the strength of their intent to visit. It suggests that visit intention is not merely a predecessor to attendance but an integral part of shaping how tourists perceive and process their experiences.

R Square

Table 9: R Square

	R-square	R-square adjusted
Tourist experience	0.937	0.937
Visit Intention	0.808	0.808

Source: Smart –PLS data output (2024)

The R Square values (Table 9) underscored the significant influence of fashion event characteristics on both tourist experience (93.7%) and visit intention (80.8%).

Q Square

Table 10: Q Square

	Q²predict	RMSE	MAE
Tourist experience	0.786	0.474	0.192
Visit Intention	0.81	0.446	0.163

Source: Smart –PLS data output (2024)

The Q Square values (Table 10) indicated the adequate predictability of the latent variables in the model.

F Square

Table 11: F Square

	Tourist experience	Visit Intention
Characteristics of fashion events	0.02	4.217
Visit Intention	2.437	

Source: Smart –PLS data output (2024)

The F Square values (Table 11) emphasized the substantial role of visit intention in explaining model variance.

Discussion

As the main finding of the study, the researcher found that visit intention fully mediates the relationship between characteristics of fashion events and the tourist experience which means the direct effect of fashion event characteristics on the tourist experience is not significant unless visit intention is present. According to past research, Kim et al., (2015) found that event characteristics such as entertainment quality and cultural richness have direct effects on visitor satisfaction, which contrasts with the full mediation model in this study. They found a partial mediation where visit intention influenced satisfaction, but there was still a direct effect.

Tafesse (2016) found that fashion event features like exclusive access or celebrity presence directly enhanced brand recall and event satisfaction, suggesting that event characteristics often have intrinsic value, even without mediating factors like visit intention. In contrast, this model suggests these characteristics only influence the experience via visit intention, which implies that event quality on its own may not suffice to create an exceptional tourist experience unless it results in a strong intention to visit. Berridge (2015) highlighted that in fashion shows, the sensory elements (visual, auditory) play a direct role in creating a memorable experience, showing that some event characteristics can have a direct impact on the tourist's emotional and cognitive response, unlike the full mediation in this model.

This model offers a novel perspective by proposing that visit intention fully mediates the relationship between event characteristics and the tourist experience. This contrasts with past research, which tends to find partial mediation or even direct effects of event characteristics on the experience. While past research highlights the intrinsic value of event features, this model emphasizes the role of visit intention in transforming event characteristics into a meaningful tourist experience.

In amalgamating results and discussion, the study offers a comprehensive understanding of the factors influencing fashion events in Sri Lanka. The research contributes not only to academic knowledge but also provides practical implications for the promotion and development of the fashion and tourism sectors in Colombo.

In conclusion, the integrated results and discussion not only provide a nuanced perspective on the characteristics of fashion events and their impact on tourist experiences but also shed light on the demographic profile of attendees. The study's findings hold significance for policymakers, event organizers, and stakeholders, offering valuable insights into the multifaceted relationship between fashion events and tourism in the Colombo area.

Conclusion and Recommendation

The emerging trend of "fashion tourism," where individuals travel explicitly to engage with local fashion scenes, has witnessed significant growth in recent years. This section synthesizes the research findings in alignment with the study's primary objectives. This research aims to contribute to the promotion of fashion shows and events in Colombo, fostering the growth of the region's fashion and tourism sectors for the benefit of both residents and visitors. The research unearthed crucial insights into the components shaping the success of fashion event marketing in Colombo. The meticulous analysis shed light on the significance of factors such as event location, timing, anticipated attendees, and marketing strategies in determining an event's success.

The objectives set at the inception of this research were effectively met, with a comprehensive understanding of the key elements driving fashion event marketing and their consequential

impact on visitors' travel experiences. By establishing the critical components influencing the success of these events, the study provides a foundation for strategic marketing and promotion efforts in the burgeoning fashion scene in Sri Lanka. The findings act as a catalyst for the envisioned expansion of both the fashion and tourism sectors in the Country. In retrospect, the research purpose should have been more explicitly stated in the introduction, providing a clearer roadmap for the ensuing investigation. The study sought to unravel the intricacies of fashion event marketing in Colombo, understand its impact on visitor experiences, and contribute valuable insights for the growth of the region's tourism and fashion industries.

Looking ahead, the symbiotic relationship between fashion and tourism in Colombo holds immense potential. As the findings reverberate through strategic planning and policymaking, the envisioned future sees a vibrant and thriving Colombo, where fashion events serve as cultural showcases, economic stimulants, and magnets for a diverse spectrum of visitors. The journey from identifying key components to envisioning a flourishing future marks a significant step towards the holistic development of the fashion and tourism landscape in Colombo.

Recommendations

Drawing upon the research outcomes, several strategic recommendations emerge for the advancement of the fashion and tourism sectors in Colombo:

In cultivating tourist attraction and establishing a distinctive identity for the fashion industry**:**

Distinctive Identity Creation: Establishing a unique and recognizable identity is paramount for the Sri Lankan fashion industry. This can be achieved through strategic branding and differentiation to set local events apart on the global stage.

Supporting Local Design Community: The elevation of Sri Lanka as a global fashion destination hinges on robust support for the local design community. Preserving historical sites and showcasing cultural heritage contribute to a holistic narrative that resonates with fashion enthusiasts.

Collaborative Partnerships: Foster collaborative partnerships with indigenous fashion designers and labels to showcase the country's unique fashion culture. Organizing events with these partnerships can attract diverse audiences, enhancing global recognition.

Sustainable and Ethical Practices: Integration of sustainable and ethical fashion practices reinforces the industry's commitment to responsible fashion. This not only aligns with growing global awareness but also expands the appeal of fashion events.

Educational Components: Incorporate educational elements like workshops, seminars, and lectures during fashion events. This serves as a knowledge-sharing platform, benefiting students, aspiring designers, and individuals interested in industry trends.

Leveraging Technology: Embrace technological advancements, particularly online and hybrid platforms, to broaden the reach of fashion events. Increased accessibility ensures engagement with a global audience, fostering international participation.

The study advocates for the strategic development of the Sri Lankan fashion industry through the creation of a distinctive identity, support for local designers, collaborative partnerships, ethical practices, educational components, and leveraging technology. These recommendations collectively aim to position Colombo as a vibrant and unique hub within

the global fashion landscape, fostering both local and international interest in the city's fashion events.

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