



**ROUGH<sup>®</sup>**  
LIVE YOUR LIFE

**ROUGH**





## VISION

To be Sri Lanka's most desired and trusted T-shirt brand of International reputation.

## MISSION

Our mission is to provide customers with an incomparable selection of 'casual wear' with fashion and an enjoyable lifestyle, by providing best quality reasonable branded T-Shirts.



HIGH QUALITY  
FABRICS



RICHEST COLOR  
COORDINATION

*Why Choose* **ROUGH**



VALUE FOR  
MONEY



VARIOUS SIZES  
AND DESIGNS



INTERNATIONAL  
STANDARDS



## *The* **ROUGH** *Story*

We are proud to introduce ROUGH BRAND, specializing in men's T-shirts and knitwear manufacturing in Sri Lanka for 28 years. Recently, we've expanded into Casual Bottoms. Our brand is well-regarded by locals and international buyers, with previous sales on Amazon USA and in the Middle East. We offer 200+ designs in various fabrics, colors, and sizes, with eco-friendly and durable materials.

We seek buyers for medium and mixed-brand garments, offering 7-10 new styles weekly. Our range includes polos, round necks, sportswear, sweaters, shorts, and pullovers in cotton blends and dry-fit polyester. We are pleased to offer these products for direct retail chains.





## Fabrics & Materials

We source high-quality fabrics from top suppliers, ensuring each piece undergoes strict quality control. Our ROUGH t-shirts are made from vibrant cotton blends for comfort, durability, and a beautiful sheen, featuring soft textures and reduced wrinkling.



## Cutting

At ROUGH, expert cuts are key to creating great-fitting apparel. We carefully tailor every part—sleeves, pockets, collars, and more—based on design, fabric texture, and size to ensure a perfect fit.

## Styling and Designing

At ROUGH, we craft each T-shirt with care, focusing on global demand for chic styles. Our unique, original designs suit any occasion and person worldwide, with no fixed formula. Our specialized in-house team creates distinctive t-shirts for men, catering to niche markets.







## Stitching

At ROUGH, we expertly stitch T-shirts to perfection, ensuring a great fit. Our process includes flexible hems for stretch, precise attachment of sleeves, collars, and trims, and seamless stitching for durability, making our t-shirts admired by international buyers.

## Embroidery and Screen Printing

As Sri Lanka's pioneering T-shirt manufacturer, Fashion Works creates ROUGH T-shirts that reflect the wearer's taste, attitude, and personality. Decorative details like embroidery, screen prints, and patchwork speak volumes about the wearer. We stay ahead by constantly tracking the latest trends and fashions.



## Ironing & Fine Tuning

Every ROUGH T-shirt embodies a touch of magic, ensuring a perfect finish and fit. Each piece carries Sri Lankan pride, the brand's reputation since 1998, and guaranteed quality. Our T-shirts, rigorously inspected and packaged, enter local and international markets with flawless fabric, stitching, and styling.



*For any Activities*





We  
create  
clothing  
for  
Seasons





# CASUAL PULLOVERS



POLY  
DRY  
FIT



KNITS



DENIM

# Why Buy **ROUGH**

**350+**

well-trained  
dedicated staff



Dedicated building with special designing, styling, cutting, stitching, ironing, fine-tuning, packaging and storing units.

**400+**

retail outlets in Sri Lanka & global markets, offering high-quality garments at competitive prices.



ROUGH t shirts are designed at one of the leading contemporary designing departments in South Asia.

**17** years

of experience  
well-streamlined  
manufacturing process.



Prompt sampling and approval process ensures the best-ever purchase experience for our buyers.



**RASEEKA IMPEX**

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