‘B Iconic’ makes bold catwalk debut at Odel

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‘B Iconic’ a bold vibrant new brand at Odel, made its scintillating catwalk debut at a colourful fashion show at Odel’s flagship store in Alexandra Place. Capturing different moods the four motifs, ‘B Brave’, ‘B playful’, ‘B Wild’, and ‘B stylish’ consisted of bold slogans neon colours and effervescent prints.

Catering to the modern fashion forward woman’s penchant for style with attitude, the collection encompasses T-shirts, cropped tops, dresses, leggings, skirts, shorts and jump suits that can be matched with accessories from ‘Backstage’. This completed the brave and out-there look that is its hallmark.

‘B Iconic’ is a stand out label that promises its wearer will stand out in a crowd. Striking in character and assertiveness, the collection is distinctively stylish and imaginative.