# Embark at ‘Zampa Zen’ in Rome

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Embark products featured at Zampa Zen

Rome, a premier fashion capital of the world, now offers a taste of  Sri Lanka’s fashion brand Embark. An Italian entrepreneur on a recent visit to ODEL, impressed by the varied Embark collection, decided to open a store called ‘Zampa Zen’ and stocked it with selected items of clothing and accessories from the ‘pashionable’ Embark range.

To cater to discerning Italian clientele, ODEL has created bilingual hang tags in English and Italian for Zampa Zen. In order to further advertise Embark, Zampa Zen has reproduced an enlarged version of the hang tag on one of its walls with images of Niko, the Embark mascot and his friends.

“Embark began as a cause supported by a brand, and it is inspiring to see it capturing international attention and growing in stature as a brand,” said Otara Gunewardene, founder and CEO of ODEL and Embark. “I am also pleased that the cause of Embark, of kindness to community animals, is also getting noticed beyond our shores. An increase in sales helps us to expand the work we do to improve the lives of animals and helps create more awareness of animal welfare.”

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