Embark launches ‘Niko Rocks’

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The ‘Niko Rocks’ collection from ODEL

ODEL presents ‘Niko Rocks’ collection for aspiring rock stars featuring ‘Niko’ as the fashion mascot. “If you’ve got attitude then all you need is a little style inspiration from the ‘Niko Rocks’ collection that imbibes the rock-based styles seen on international fashion ramps,” says Thilina Dassanayake, ODEL’s Divisional Merchandising Manager who heads the Embark merchandise team. “The collection is distinctive. We have used a lot of colour to demand attention to the wearer and have played with international rock star looks, like the ‘grunged’ look for example. Acid washes and gothic fonts dominate this look, and have been given innovative twists to suit our Sri Lankan consumers.” The collection ‘Niko Rocks’ is now available at all ODEL stores; comprising over 160 individual style of T-shirts, tank tops, lounge wear, boxer and boyfriend shorts, and accessories accented by neon colours. Part proceeds from the sale of Embark clothing and accessories are the principal source of funding for the Embark community project to promote the welfare of street dogs.