Embark’s Pashionable People’ 2013

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Embark’s 10 Pashionable People of 2013 with their adopted street pooches

Ten Sri Lankans have been named ‘Pashionable People’ by Odel for being living examples of the cause supported by Embark, the company’s fashion brand dedicated to improve the welfare of community animals.

These Pashionable People are the winners of an owner-pooch photo competition conducted by Embark for people who are passionate about street dogs and have a good sense of style. As Embark’s Pashionable People of 2013, their images will be used in a new communications campaign. They were also featured on the ramp along with their adopted street dogs at ‘The Street Pooch Pawty’.