



Otara

Gunewardene's success in building ODEL as a brand and a business has become a case study in an international bestseller by fashion guru Toby Meadows, Visiting Lecturer at the London College of Fashion and consultant to the industry.

Otara Gunewardene and ODEL have received a double-page spread in the second edition of 'How to Set up and Run a Fashion Label', currently translated into six languages. Meadows summarises the ODEL story, from its humble beginnings in the boot of founder Otara Gunewardene's station wagon to its growth and evolution as a top Sri Lankan brand, and the company's milestone IPO.

Described as a 'no-nonsense guide to running your own business, whether it is within the clothing, accessories or footwear sectors', the book also features several other well known international brands such as Christopher Raeburn, Anne Fontaine, Karen Walker, Jimmy Choo Noir, Carloine Charles, Gil Carvalho, Ed Hardy, Yasmin Kianfar, Knomo and no added sugar.