ODEL introduces Aldo

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The chic Aldo collection

ODEL has expanded its flagship store at Alexandra Place by 10,000 square feet, offering shopaholics the chance to explore an exciting new space designed by Blocher Partners, Germany. Another 645,000-square-foot mall designed by the same architectural firm will soon begin to take shape at the adjacent site.

Along with the expansion, ODEL introduced Aldo, the dynamic global fashion

footwear and accessories brand of Canadian origin that is at the forefront of high-street footwear and accessories for both men and women. Additionally, the eclectic international fashion label Desigual is housed in this ultra-chic retail space.

The new extension is set to transform the ODEL customer shopping experience. Shoppers can delight in browsing through an assortment of international brands such as Aldo and Desigual; a revamped Odel Sports department stocking Nike, Reebok, Adidas and Canterbury among its exclusive active wear and accessories range; luggage and a Denim Lab with an array of international denim brands.

The new area also houses a large swimwear and lingerie collection featuring products from numerous labels and beachwear brands and an extensive selection of shoes and handbags for ladies.

Branded sportswear from global labels gets pride of place in this seamless extension that merges the shop floor of the ODEL mansion with its former rear car park, creating the new area for ODEL Sports.

On the top floor, the new space opens out to a multifaceted and exclusive Menswear department presenting a complete range of men’s clothing and accessories.

“Anticipation is building up on the new ODEL Mall that is superior in terms of scale, sohistication and offering,” said Ashok Pathirage, Chairman, Softlogic. “The new area is also an acknowledgement of the ever-rising standards and retail experiences we strive to offer our discerning customers while pitching Sri Lankan fashion retail alongside international standards.”