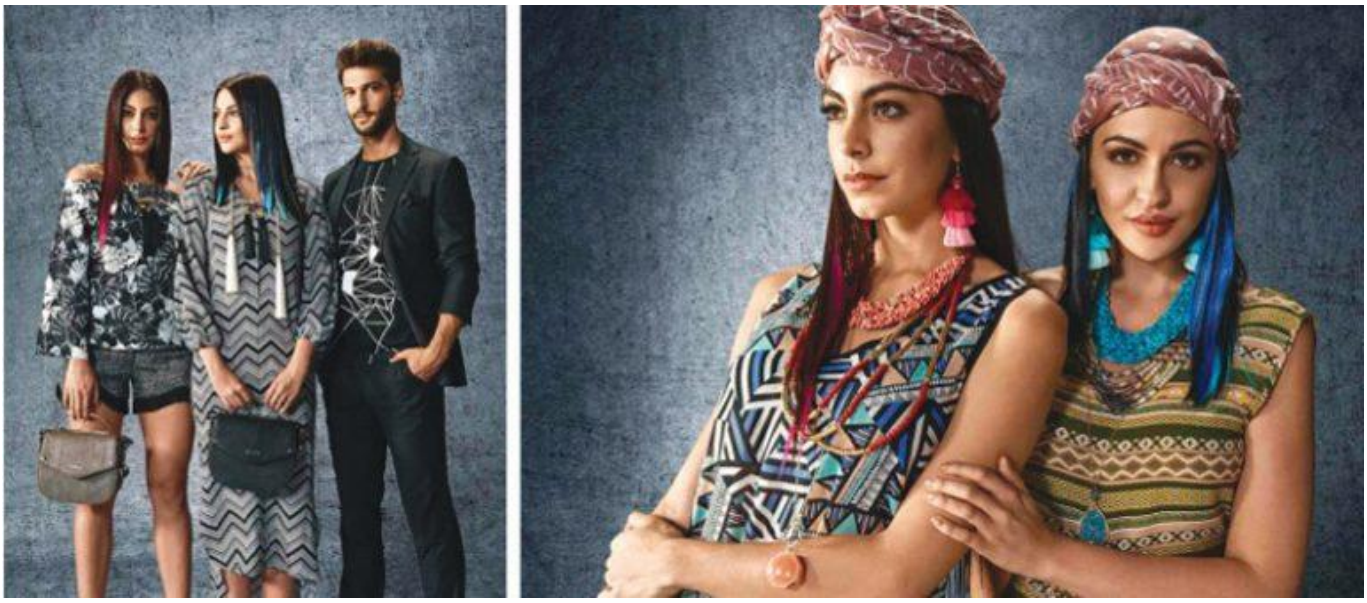
ODEL launches ‘Printastic ’ 2018 Summer Collection

Posted on



The ‘Printastic’ collection

ODEL’s vibrant summer collection inspired by tribal prints, splotches of bold colour and ethnic designs gives inhabitants of the exotic island and visitors the ideal set of attire and accessories to create a unique fashion statement this summer. The summer collection includes anthropological prints from diverse cultures; stripes, monochrome prints and geometric prints.

The Printastic collection made of an assortment of textures features pieces fashioned from chiffon, organza, georgette, poplin, crepe cotton, viscose and transparent sheer fabric. The collection is inspired by world-renowned brands such as Balmain, Gucci, Prada, Valentino, Alexander McQueen and Versace. The Printastic collection features bright pops of blue, pink, green, orange, yellow, red, black and shades of neon.

‘We think life is too short to wear boring clothes. Our Summer 2018 collection is bold and demands to be noticed, much like the season itself; it challenges people to step out of their inhibitions and be distinctive,’ said Desiree Karunaratne, Group Marketing Director, Softlogic Holdings.

The Printastic collection also extends itself to fashion lines for men and kids, which features tribal prints with contemporary touches. The matching accessories collection also explores bright hues and bold elements, with beads and tassels to complete the ensemble.

Furthermore, in keeping with the theme, the Home Collection at ODEL showcases a product line that elaborates designs adorned with geometric prints and floral motifs.