

ODEL launches 'Spirit & Soul' collection



Some of the creations from ODEL's Summer 2019 collection.

ODEL launched its Summer 2019 collection 'Spirit & Soul' featuring breezy fabrics in sunset tones and feminine florals with an aura of tangerine. Enlivened by floral embroidery and delicate floral motifs of bright splotches of poppies and gentle, cheery dandelions, the designs are backed by tones such as sage and burlap greens, baked yellows, marigold, iron-red and living coral, which is also the Pantone Color of the year.

The new collection is fashioned mostly from natural fabrics with rustic finishes. Textured material including laundered cotton, crêpe, cotton rayon and viscose dominate this collection, with emphasis on traditional feminine hues. The 'Spirit & Soul' collection is inspired by the boho-chic creations of world-renowned designers such as Calvin Klein, Balmain, Fendi, Burberry, Dior, Prada, Mansur Gavriel, Molly Goddard and Mara Hoffman.

"The welcoming picture-perfect warmth of the outdoors so associated with summer is exactly what the 'Spirit & Soul' collection attempts to encapsulate; a cheery mood borrowed from the season itself and brought to life through every piece of clothing carefully chosen for our fashion-conscious customers," said Desiree Karunaratne, Group Marketing Director, Softlogic Holdings which owns ODEL. "It makes a truly refreshing change in style and

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disposition.”

The ladies' collection features dresses and tops in a variety of styles including wrapped, asymmetric and off shoulder to name a few, and skirts, pants and jumpsuits in the theme colors with the signature floral motifs. These styles are available in casual wear, smart casual and work wear and can be teamed up with shoes and accessories of the same collection to create that distinctive summer look.

The collection extends itself to fashion lines for men and kids too. Floral motifs and interesting patterns in earthy tones that mimic the quintessential meadow trend of the collection also infuse the casual ensembles and formal wear for men, with color and cheer. The men's casual wear selection includes shirts with poppy and other floral motifs and pants fashioned from natural fabrics that work well with our tropical weather. In addition, a collection of slogan t-shirts in line with the summer theme is also available.

The kid's collection features lighter tones in line with the theme accompanied by floral styles for the girls and cotton shirts, t-shirts and pants for the boys.

Crafted with tassels, beads, jewel embellishments and woven elements, a range of golden harvest-themed accessories, including woven tote bags, thatched earrings and espadrille-style wedges and block heels also adorn the 'Spirit & Soul' Collection.