Odel opens largest ‘Luv SL’ store at Galle Fort

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The Luv SL products display

Odel’s love for things Sri Lankan pervaded the historic Dutch Fort in Galle with the opening of the company’s fifth Luv SL store in Sri Lanka. The new store represents the unique melange of Dutch and Portuguese architecture that has been characteristic of the historic Galle Fort for over three centuries. It blends right in with what LUV SL abd the brand has to offer: unique Sri Lankan inspired products

coupled with the shabby-chic, rustic atmosphere that constitutes a truly Sri Lankan shopping experience.

“The cultural fusion it has to offer is much like that of the brand, which makes this the perfect location,” Otara Gunewardena, Founder and CEO – Odel said. “The response to the LUV SL concept from customers both local and international has been extremely encouraging, which is why we have so much faith in the brand.”