

# Odel opens 'Luv SL' store in Negombo

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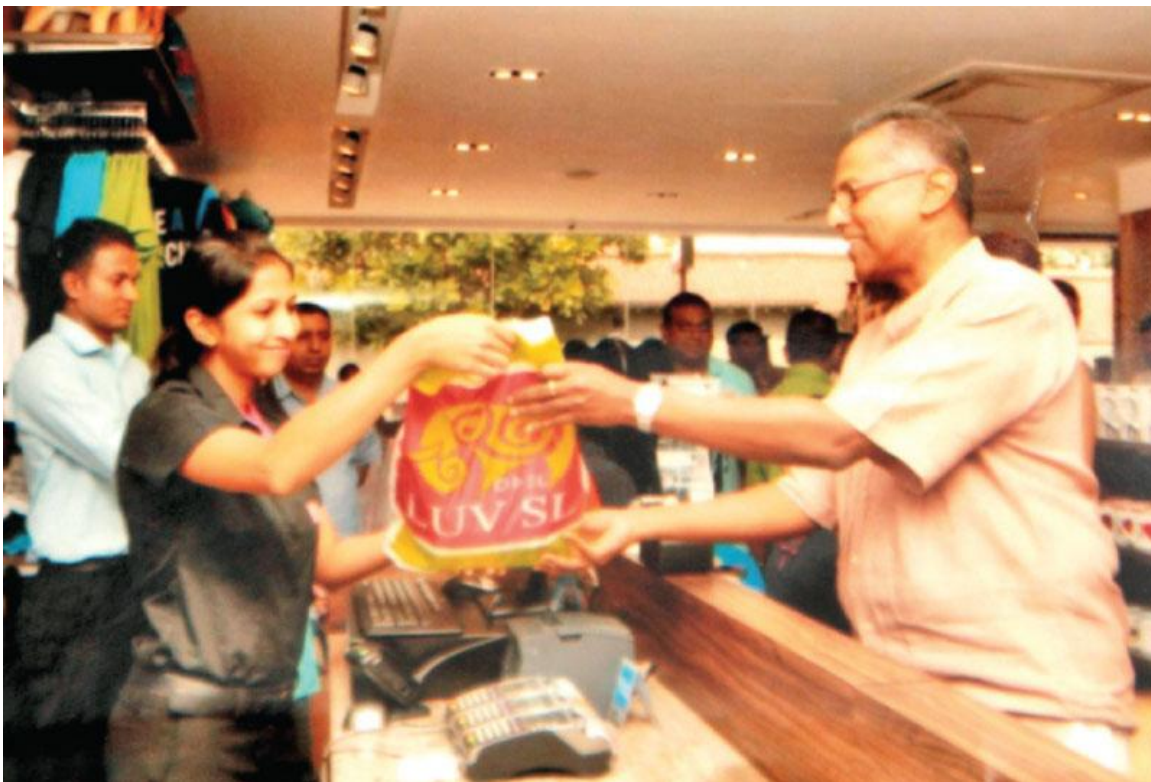
Odel opened its fourth standalone 'Luv SL' store in Negombo, which will be the first 'Luv SL' store on the coastal belt of the Island.

Located at 12, Poruthota Road, Etukala, Negombo (opposite the Jetwing Blue Hotel), this store is modeled on its standalone predecessors in Colombo and Kandy, combining elements of a modern and sleek store with rustic interior decor and fittings.

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Its 1,700 square feet of retail space offers an extensive range of Sri Lanka inspired souvenirs, casual clothing, accessories, stationery, mugs, picture frames, toys, cosmetics and even confectionery imbued with the colourful and distinctive motifs symbolic of Sri Lanka.

Odel's 'Luv SL' concept was launched in 2011 and made its debut at the shopping precinct at the former Dutch Hospital complex at Echelon Square. The standalone Luv SL stores have a unique look and feel, combining concrete and wood for a modern yet earthy appearance that uses shades of brown, black and silver. The products are inspired by a love for Sri Lanka and all things stylishly Sri Lankan.



Hiran Cooray, Chairman - Jetwing Hotels opening the new 'Luv SL' store