A Story in Print— this summer at Odel

Posted on
The Print-on-print theme at
Odel’s Alexandra Place store

Iconic bold designs from nautical and chevron stripes to Aztec, tribal and graphic prints, polka dots and floral motifs—print is the distinct theme this summer at Odel.

Featured in store, the vibrant theme showcases the versatility of disparate patterns that click. Odel encompasses the motifs, colours and textures in ladies and mens’ wear, jewellery, shoes and bags, homeware, gift items and more, giving customers unmatched options to mix and match with bold print ideas.

In addition, this season’s romance with rich paisleys, geometric graphics and tribal inspired designs infuse novelty and style into the menswear collection. Adorable floral themed outfits are in store for little girls this summer, while the boys’ collection comprises of childlike scribble print and amusing slogans that make quirky and cool designs to mix and match.

Gorgeous gift-wrapping options in ornate geo shapes, retro blooms and playful optic

prints are also on display for the perfect wrap for a gift. Odel invites customers to embrace print on print; whether it’s vintage pin up chic, tribal inspired designs or ornate geometrics this season.