

# ODEL Opens 'Backstage'™ In Singapore And The Maldives



'Backstage', Sri Lanka's unique home-grown women's fashion accessory brand has stepped boldly on to the international stage with the opening of its outlets in Illuma, Singapore and Malé the capital of the Maldives Islands.

Starting life just 20 months ago as a theatre-themed in-store concession at ODEL, the concept cum brand has extended to seven locations in Sri Lanka, including a stand-alone outlet at Crescat, and is now dazzling shoppers overseas.

Both outlets feature a range of hand-picked fashion jewellery products such as earrings, rings, necklaces, bangles, bracelets and brooches. Besides jewellery, space is allocated for hand bags, belts, scarves, sunglasses, slippers, wallets and purses,

watches, trinket boxes, cosmetics, beauty tools, cosmetic bags and lingerie.

Backstage offers women a vast range of high quality fashion accessories in a unique ambience where shoppers can try on accessories in spaces designed to make them feel like they are literally 'backstage' and preparing to go on a show. Backstage also plans to open a second outlet in Singapore later this year.

