

## Odyssey's New Store at Express Avenue

by [Manajit Pal](#) on August 21st 2010 and filled under [Retail and Merchandising \(General\)](#)

Odyssey today announced the launch of its 2nd largest store in the fashionable Express Avenue Mall at Royapettah. The store is spread across 25000 sqft and provides a warm and relaxed environment for customers to browse through the varied offerings. The reigning World Chess Champion & Vishwanathan Anand inaugurated Odyssey's 52nd store in the country. The unique concept of this store designed by a New Zealand based design firm is a complete variation from the other book stores. The striking entrance and the use of deep charcoal, grey and timber to the flooring and fixtures gives a very warm feeling to the store. The concept for this store by combines elements and colors of our 2 earlier design concepts and giving it a more international and casual look. The store packs-large book section has a wide choice for customers ranging from the top Indian writers to International Bestsellers across a gamut of subjects from of popular fiction business & management. Gifts & Home Decor section will have unique product ranges including wide range of impulse gifts, Indian souvenirs, exciting ladies accessories, jute & leather collections, aromatic products, special sandalwood craft items, crystal-ware, jewelry, watches, perfumes, crockery etc. The Ed Hardy car accessories will also be found as a special range in the gifts section. The Stationery section, Value Additions Cafe, Coffee Day's kiosk, Cocoa Tree - a chocolate kiosk that carries over 60 international brands including Toblerone, M&M's, Ferrero Rocher, Swiss Delice, Belgian, Hawaiian Host, Ritter Sport, Goldkenn & Hershey's etc. On the inauguration, Mr. T. S Ashwin, Managing Director said, "We are glad about the launch of this store in Express Avenue, our largest outlet in Chennai and second largest in the chain. A long felt need to have a presence in central Chennai has been taken care of."