

# A Fashion Industry Veteran Starts His Own Line of Design Objects

MARCH 2, 2017 12:00 PM

by MADELEINE LUCKEL



Photo: Courtesy of Jaimal Odedra

You could say that Jaimal Odedra is something of a Renaissance man. Odedra, a former Fulbright scholar who attended London's Royal College of Art, worked in the fashion industry for years. He was an accessories design director at Ralph Lauren, held a senior position at Donna Karan, and has consulted for both Givenchy and Rick Owens. Odedra has also worked as a costume designer for Bollywood films, but now he's putting on yet another hat.

“The idea for my own collection of bronze objects started when I was experimenting with terra-cotta and different metals for various design consulting projects,” Odedra said, speaking via email about his first collection of home objects. “It was then that I began to explore my love for form and molten materials.”

Bronze of course has a much longer lifespan than terra-cotta, as Odedra points out. But when it came to making his own collection of vases and bowls, which will soon be available exclusively at Maison Gerard, Odedra still had something of a learning curve. He worked with Moroccan artisans to create handmade, sand-casted pieces—each of which is one of a kind.

So what exactly did Odedra learn from his past work? “Fashion is about adorning an existing three-dimensional form and enhancing its best features to create a harmonious silhouette. In creating my own three-dimensional objects now, I think I’ve greatly benefited from that previous experience.” From the looks of it, we’d certainly have to agree.