

## Singapore Home Appliance Brand Odette Global Celebrates 5 Years in the Industry; Unveils Plans for Europe Expansion

Now on its fifth year in the home appliance industry, Odette Global highlights its most significant step forward, and that is to expand to the European market.



**Singapore, Apr 9, 2020 ([Issuewire.com](https://www.issuewire.com))** - Odette Global Pte. Ltd is celebrating 5 wonderful years in the business. This is truly one for the books for the Singapore-based kitchen appliance manufacturer, who has been hands-on in creating stylish and high-quality kitchen appliance products to consumers since 2015.

While considered by its competitors to be a newbie in the industry, [Odette](#) stands out for bridging the three key elements people look for in their home appliances: quality function, impeccable aesthetic, and reasonable price.

“Our goal is to create stylish products that are eye-catching and, at the same time, reasonably priced,” says Karie Liu, Director of Odette Global. “It allows [Odette](#) to maintain a loyal fanbase and continue to find more ways to meet our customers’ needs. As we create more unique products, they will always find a home in our clients.”

Despite being one of Singapore’s trusted home appliance brands, Odette’s journey was not always smooth sailing. “As a new home appliances brand in Singapore, building a reputation and gaining consumer confidence were the biggest challenges we encountered,” Karie Liu recalls. “Eventually, with the quality and design of our products, Odette gained a loyal customer base – and now ranks as a top wish-listed product today.”

After making its mark in the Singapore and US markets, is now looking into European countries as a new customer base.

“To tap the European market, we at Odette will be cooperating with distributors for off-line networking,” shares Karie Liu. “At the same time, we will be setting up an e-commerce platform to accommodate online sales, and start introducing our products in the United Kingdom, France, and Germany.”

In Singapore, [Odette](#) is extending its presence in local department stores, homeware stores, and online stores, to better deliver its products to diverse consumer markets.

Also, Odette continues with developing innovative multifunction kitchen appliances, and diversify its product line to include personal and homecare commodities.

## **Media Contact**

Odette Global Pte. Ltd

[info@odetteglobal.com](mailto:info@odetteglobal.com)

+65 91268310

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