

# ROBINSONS

## **PRESS RELEASE**

### **For Immediate Release**

#### **COAST AUTUMN WINTER 2009**

## **coast**

For Autumn Winter 09 Coast focuses on unique fabrics, rich colours, graphic prints in clean sculpted shapes, with an attention to detail that has produced a versatile and contemporary collection of trend inspired pieces designed to transcend the season and be treasured forever. The collection takes inspiration from the arts with bold uses of colour, geometric prints, and architectural silhouettes.

The season starts by looking back to the 1980s; power dressing blended with the season's essential 1940s twist. The post war influence is evident with structured tailoring, sharp, but softened shoulders, skirt suits that show a focus on the waist, cape silhouette outerwear, and slim line knee length skirts. The decade of power dressing is expressed through short skirts, big shoulders, tougher fabrics and black and dogtooth separates accented with bold pieces in fuchsias, reds and x ray prints.

The season continues with flashes of electric colour in jewel tones, creating block coloured pieces that create a vibrant accent when contrasted against black. Sumptuous fabrics worked into simple shapes create effortless style; easy pieces that can be dressed up or down, easing the wearer from day into night. Hero pieces include a soft shift dress in silk panels, of teal, silver and black, and tops in plums and jades whose clean sculpted folds create detail beautiful in its simplicity.

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As winter arrives Coast invites you to wrap up with luxurious knitwear, from chunky to fine weights, encouraging you to layer pieces to create a look that's right for you. This eclectic style of dressing extends to dresses in patch work cut out prints, a relaxed pair of soft peg leg, dove grey trousers, fake fur tippets, jackets and pieces imbued with touches of delicate detailing.

Capturing one of the season's essential trends, the collection continues with an injection of glossy metallics, featuring tarnished pewter to molten gold. Dresses and tops are dramatic in their execution, with volume tops teamed with a ribbon work skirt, origami pleating, a dress adorned with a Grecian sculptured frill and jacquard finishes. The collection is designed to mix the soft with the structured and overall look is confident, grown up and assured.

Coast is delighted to introduce their second season of Coast Couture, the premier collection of limited edition show-stoppers, sold in selected locations that have created a cult following among the Coast customer. For Autumn Winter 09 the collection celebrates the drama of the night with black evening wear, in statement silhouettes. Detail comes from the mixing of textures the sheer and blousy, mixed with the structured and sculptured. The 'new precious' trend is evident with fabrics adorned with tarnished sequins, and delicate crystals.

Coast is exclusively available at Robinsons, The Gardens and Coast standalone boutiques at Pavilion and Bangsar Village II.

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#### About Robinsons

*The Robinson Group, Singapore manages three retail entities that trade under the following brands – Robinsons, John Little and Marks & Spencer and standalone boutiques Coast, Trucco and Fat Face. Robinsons opened its doors in Kuala Lumpur on the 26th September 2007 at The Gardens, Mid Valley City. The 110,000 sq.ft, 3-level store boasts chic, modern fit-outs packed with exclusive international and local labels, great value merchandise all in the midst of lavish personalized services.*

***The Robinsons store at The Gardens was awarded first prize at the Institute of Store Planners 2007 Store Design awards, New York, for a new or completely renovated specialty department store category. The entry in this very prestigious event beat 173 other entries from across the world.***