

ROBINSONS

PRESS RELEASE

For Immediate Release

COLOUR EIGHTEEN FALL HOLIDAY 2009 COLLECTION

This Fall/Holiday, Colour Eighteen pays homage to the stylistic Parisian, offering a colourful and energetic collection. Inspired by the Pop culture, designers created a new playful and humorous "Poptimistic" attitude. Simple and clean cuttings and well coordinated ensembles give the Colour Eighteen lady ample to choose from, while the interplay with colours, specialty fabrics and accessories instantly updates her new wardrobe.

The palette draws colours from the rainbow, with classic Black, White, Red, Blue and Grey as core. The use of Pine Green, Orange, Fuchsia and Lavender add warmth to the bleak winter. On fabrics, the use of technology plays an important role this season, highlighted by the specialty fabric that retains memory as demonstrated by the Rainbow Techno Stripe balloon dress. On knitwear, the ultra soft cashmere blend, specialty cash-angora and mohair nylon redefine comfort.



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The emphasis of volume and structure is layered with shorter length skirts and shorts this season. A strong feature of the 80's shoulder is updated in a cut-in shoulder jacket with rounded sleeves. Waist lines are pushed further down giving way to a long and lean silhouette.



Checks, stripes, colour blocks and poka dots are all important fashion elements. The interplay of varying sizes, placement and treatment of these patterns give a complete new take on the outfit.



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The collection features several rose prints - as an all over pattern in a soft velveteen mini skirt paired with a sequin rose motif t-shirt and a bright orange colour cardigan, or in a feminine and versatile coat-dress in a poly-satin base. The rose motif also appears in appliqués or pressed silver studs on sweaters. The eclectic mix of rose patterns creates harmony and brings out the individual style of the wearer.

The season's best comes in a mango yellow luxe wool duffle coat where fashion meets practicality, providing endless options in easy mix and match. A fashion forward fur trim hooded fluorescent lime green padded jacket is paired with a shiny metallic silver legging, adding a sporty element.



For simple and chic dressed up look, an all over embroidered gold sequin mini dress glamourized with matching gold plated chain necklaces and bangles will do the job. A black all over sequined mini worn with a grey rabbit fur shrug adds a sense of sexiness and mysteriousness. An edgy tube dress worn over a sleeveless blouse with giant sequins bow creates a new attitude to tuxedo dressing.



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Knitwear comes in an array of colours with long and lean silhouettes to accentuate the feminine body. Details range from intarsia technique knitted cartoon-esque motifs to decorations with folded sequins and from mini cables to ruffles at collars and cuffs.



Colour Eighteen is exclusively available at Robinsons, The Gardens.

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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.