

ROBINSONS

PRESS RELEASE

For Immediate Release

JESSICA FALL HOLIDAY 2009 COLLECTION

In times of gloom, Jessica brings together versatility and femininity to instill a positive vibe this Fall/Holiday. The collection is all about reworking classics in shapes and fabrications through creative cutting and the use of modern decorative embellishments. The interplay of masculine and feminine silhouettes injects an element of fun into a serious collection. The reinterpretation of old classics adds a new attitude to the fashion forward Jessica woman.

The melancholy dark palette of black and grey sets the mood for the season. Dark jewel colours of cobalt blue, purple and magenta bring an element of glamour and richness to life. Shades of charcoal grey, metal grey and mélange grey form a brilliant palette to complement each other. Gold is an important highlight exemplified by the modern embellishment treatment seen throughout the season.



- more -

This season, expect no ordinary patterns as floral prints have been redefined in geometric and graphical form. The graphic rose pattern is given a 3-dimensional treatment in an all-over ribbon appliqué belted trench dress. The geometric circle print tunic dress with subtle beading details relaxes the boldness of the print.

Plaids and Tartans are directional statements this season. The application of varying sizes and colour combinations give a modern treatment to classic fabrications. Cut in a contemporary way, the belted black and pearl large plaid jacket with an oversized bow tied at the collar accentuates the waist with its rounded shoulder and puff sleeves.

The revival of old classic textures such as tweeds, brocades, jacquards and flannels interplay with novel shapes and silhouettes add depth to the collection. The sequin-embroidered check flannel dress with asymmetric cutting at the waist boasts a figure flattering effect; while the multi-colour hand-stitched embroidery tunic is the perfect contemporary classic. Attention should be paid to the special decorative element on these garments that gives a sense of luxury.



- more -

Dress offerings are ubiquitous. The Little Black Dress group is best captured in an assortment of cocktail dresses. From simple trapeze minis to elaborate embroidered evening pieces, these dresses are cut in the most flattering silhouettes to show off the feminine Jessica woman. Look for the novelty all-over sequin dress, a sure head-turner with its voluminous shape and cinched waist.

Finally the season is completed with the contrast pairing of hard and soft elements. A new attitude emerges when a structured trouser suit is played down with a soft rufflelely georgette blouse. The heavy weight coating is softened by the lightness of a lace dress.



Jessica is exclusively available at Robinsons, The Gardens.

- end -

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.