

ROBINSONS

PRESS RELEASE

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BLEND AUTUMN WINTER 2009 COLLECTION



Blend from Scandinavia, is rooted in denim and its collection of clothing and accessories are targeted at the young free-spirited man, aged between 15 and 30 years old.

For Autumn-Winter 2009, Blend incorporated four distinct consumer mindsets, namely Free and Easy, Daring Spirit, Classic Cool and Modern into its collection.

Free and Easy - Unconcerned and unapologetic, BLEND's *Free and Easy* collection for men combines the All-American-Boy with a touch of earthy wood-smoke. Bold checks, grunge grit and chunky knits bring the great outdoors to the streets, with graphic patched-appliqués and bold colours flung across a well-worn tee. Vintage and new, straight and narrow, the *Free and Easy* collection is Pearl Jam, Catcher in the Rye, a backpack, and a brew on a bright October day.

Daring Spirit - When cartoons go rebel on your ass, they end up in BLEND's *Daring Spirit* collection, a colourful, freakishly happy line of clothing designed for the optimistic rebel. Spaced-out characters and plastic-fantastic graphics explode in a kaleidoscope of colour, generously splattered with hot pinks and mauve. Oversized and slim silhouettes, dark and heavy fabrics, light and bright moods and fun and loveable vibes all come together for the man who's definitely got something to say. (We just aren't sure exactly what that is).

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Classic Cool

A dark night, a city street, a superhero. BLEND's *Classic Cool* collection for Autumn Winter 2009 is lean, mean, tailored and tight, and ultimately urban. It's Gotham City without the Goth – just all cool-black, jet gloss, and dark drama. A lone wolf, the sound of an owl, the flash of the moon in a pool of petrol...night creatures, sleek leather, shades of midnight, grey shadows and deep plum. This is the underbelly of cool. This is where cool was born. This is where Heath Ledger lives forever.

Modern

The Autumn Winter 2009 BLENDGold *Modern* mindset has an English accent, a worn shoulder bag, and a slim silhouette. It's tailor-made with a rugged twist – like a glass of cognac with a chaser of top-shelf tequila. Woollen trousers with faint windowpane checks are at home with edgy prints and big, cable-knit jumpers. Coats and blazers that are right at home in the library step out of the dusty shelves with sleek lines and contemporary silhouettes. This is aristocracy without the attitude, in autumnal shades of brown, black, greys, deep purples and greens. This is where brain meets brawn. Where college boy meets sophistication. Where modern, meets man.



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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 recently 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.