

ROBINSONS

PRESS RELEASE

FOR IMMEDIATE RELEASE

MATINIQUE AUTUMN 2009 COLLECTION

Founded in 1973 by Niels Martinsen, Matinique, from Denmark, evolves to exceed the ever changing needs of their customers, ensuring comfortable, high-quality and fashionable clothing for men.

Matinique

For **Autumn 2009**, **Matinique Black** emphasizes on the love for old favourites and understated luxury.

Matinique Black Line shows updated formal wear with relaxed elegance and a touch of eccentricity. Modern classics such as Club blazers, cotton chinos, three-piece suits, bowties and cardigans combine the sartorial with the preppy look.



Influenced by the city and minimal use of details, Matinique presents a collection made for the modern gentleman.

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The colour range begins with grey, blue and beet red; continues with black and purple combinations and ends with chilli red and blue to spice up black and white.

The silhouette is lean and fitted and gives the Martinique man a sporty look.

From technical and shiny cotton or polyester to pure wool gabardine checks and tweed, the suit range has a strong variety to offer.

This season the Black label shirts have bigger collars and sophisticated details. The fabrics are checked or striped, either graphic with white ground colour or more tonal in dark colours.



The same options goes for the ties and bowties that make strong supplements for styling the preppy look and must be considered essential this season.

It is also the season for knits, which are made in cotton or wool blends and refined in lightweight where some are with stripes or argyle patterns. Rib or placket details are important and some sweaters are made chunky for outdoor use.

The Martinique outerwear completes the outfit where technical nylon, double weave cotton, wool or leather is available. Macs with detachable wind-stopper inserts come in both wool and nylon and the wool coat with high collar shows a sporty silhouette.



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Matinique

As for **Matinique Blue Label, the 2009 Autumn collection** has an authentic city-casual look, where washed garments with utility details are mixed with technical sportswear and colourful checks.

Created for the laid back guys where dressing seems to be less important but in fact is not. Their casual, randomly styled look is pretence; in fact they are styled from head to toe. It is the look of a preppy geek with a strong confidence and fire in his eyes.

He enjoys his active spare time in the city as a fast mover. This influences directly on the image photos of the collection and the slogan “fast forward” as illustrated by an embroidered Greyhound motif.

Base colours grey, black and blue give strong combinations with the autumn bright: red, purple and green. These colours give the collection a balanced mix of sporty and casual.

An ideal match for any autumn outfit is the great and heavy outerwear with sporty details found on the parka-coats in technical cotton-nylon or washed cotton. They make perfect sense worn together with chunky knitwear, with cables and shawl collar, and then spiced up with a colourful scarf.



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Nordic patterned knitwear worn over preppy white collared shirts together with washed out jeans is one of the key looks for this collection.

Lean fitted tops, like the shirts, together with more relaxed pants and outerwear, combine for the collection silhouette.



In short, for autumn 2009 Matinique Black presents a contemporary collection with respect for its classic roots. Wear it with style and a gentleman's attitude. Alternatively, find relaxed casual coolness in Matinique Blue Label, made to be unpretentious in a serious way.

Matinique 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 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.