

# French Connection Launches Ladieswear Spring Summer 2010

## FRENCH CONNECTION

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French Connection launches Spring Summer 10 collection, full of colour, shine and all things fine. It's a tale of two style tribes - 50's teen rockabilly's hop amongst punks from the 80's, the clash is evident on both proportions and tailoring giving a new 50's slant with graphic florals creating a softer, vintage backdrop.

The [spring summer style](#) collection sits like a back-to-school pencil case full of Caran d`Ache coloured hues - everything fresh and exciting ready for its first outing. The mix of casual to formal pieces is even, endorsing the freedom of creating an individual style with a juxtaposition of clean cut lines with softer silhouettes in fluid fabrics.

Bold electric blue blazers are worn oversized with contrasting purple lining over neon Hawaiian floral [dresses](#) and exposed zips. The double-breast blazer dress with bold gold buttons gives a nod to the 50's whilst providing a take on an 80's classic. Bold retro prints in deep jewel colours are mixed with fluoro brights on high shine batwing dresses.

[Trousers](#) are a contrast of silhouettes - sharp cigarette pants in black, neon Hawaiian print or electric blue, are given gold zip detailing on the waist and ankle, to be worn with oversized shirts or bustier tops - Sandra Dee style. Pleated harem trousers in soft to touch fabrics feature throughout the range in muted tones of beige and black - contrasted with striped or draped vests. 50's rain Macs are updated in bold blue with gold branded buttons, which can be worn cropped and oversized for a more relaxed feel.

Knitwear is playful, with multi coloured liquorice Allsort stripes in short sleeve jumpers and body con [skirts](#) - and a hero piece knitted dress with batwing sleeve detail.

French Connection iconic embellished dresses and mini skirts have moved on to incorporate more intricate, eclectic designs in acid brights. Fluorescent vintage floral prints adorn high waisted skirts, peplum detailed dresses, pinafores and bustiers - set against black to give them a rock'n'roll edge. Formal, muted pieces create a subtle backdrop to the brash range with

colonial inspired pieces including silk all-in-one jumpsuits, cropped front pleat blazers and belted shirt dresses - all in a soft pebble tone.

A capsule range of monochrome pieces create easy to wear, chic style. Black silk dresses are given sheer shoulder and back cut out detailing; a full length black high shine maxi dress exudes Grecian chic, with a block colour dress with back zip detailing offering a stylish alternative to classic work wear.

Shoulders are still exaggerated but given softer detailing with contrast colour ruffles on dresses, t-shirts and tops. As spring turns into summer the collection evolves into clean 90's inspired lines mixed with 50's beachwear and retro Hawaiian florals on hot pants and cut out detail dresses.

It's like a washed out photograph from a 50's vacation in Hawaii gets discovered in the 80's and inspires a collection where fashion means business but also lots of fun.

**About** **French** **Connection**  
French Connection was founded in 1972 by Stephen Marks who set out to create well-designed [women's clothing](#) that would appeal to a wide audience. French Connection now offers a fashion-forward clothing range with a quirky spin on design, priding itself on quality and affordable prices.

Having established a strong core clothing business, through design and an idiosyncratic sense of style, French Connection has recently expanded its portfolio into exciting new areas including men's and women's toiletries, sunglasses, watches and shoes.

Driven by innovation and change, the brand's strength lies in mixing new ideas with the basic promise of quality and affordability, established more than 30 years ago when the business was founded. Throughout this expansion and diversification the principles have remained the same; design-led products presented in a unique and innovative way.

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