

House Of Fraser Launches Desigual Collection Online

HOUSE OF FRASER

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House of Fraser has introduced the new Desigual menswear and Desigual childrenswear collections to its online range.

The new [Desigual](#) menswear collection highlights prints and materials, with pieces inspired by neo-hippie and artisan styling as seen in rural floral themes, Russian iconography and American country.



The Desigual childrenswear range which is only available through the House of Fraser website includes the Diverdelink, Rocky Cupcake and Sauvage trends for girls. These offer young girls a variety of fun, fresh and sassy clothing for Spring/Summer 2010. Diverdelink highlights doodles, sketches, slogans and graffiti for girls of real character and abounding energy. The Rocky Cupcake trend creates a sweet, 'girly'

look with pastel colours and polka dots. The Sauvage collection focuses on grown-up, clean-cut designs for the 'fashion-conscious' girl in mind. Dresses, bows, sequins and flowers can also be found on the girls' clothes within the Desigual collection. [Desigual clothes](#) are suitable for girls of all ages and for any occasion.

Desigual Spring/Summer 2010 also includes a Beach Bum trend for boys who dream of breaking all the moulds in the surfing world. The 'beach boy' look inspired by Hawaii 5-0 includes floral shirts and stained faded T-shirts. City Craft is a trend for the laid-back urbanite. Soft and neutral colours lead the trend for this season's boyswear collection, to be accessorised with belts and mesh caps.

Established in 1985, Desigual is well renowned for its daring and bold attitude. The brand is reflected through a cocktail of colours within its eclectic [Desigual womenswear](#) collection, menswear including [Desigual shirts](#) and childrenswear. Desigual can be purchased online and in store, however the menswear and childrenswear collections by Desigual are only available for House of Fraser online shoppers at houseoffraser.co.uk.

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Notes to Editors:

About House of Fraser

House of Fraser is a department store group with 61 enviable locations across the UK and Ireland and a fully transactional website. As one of the best known names on the high street, House of Fraser has presented customers with an unrivalled nationwide department store for more than 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning of an exciting new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space.

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