

French Connection Reveals Its Ladieswear High Summer Collection 2010

FRENCH CONNECTION

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French Connection has revealed its new collection for women, High Summer 2010.

The new [summer fashion](#) collection takes inspiration from the chic shores of Ibiza where pared back bohemian style mixes with luxurious glamour. Maxi dresses are given tribal detailing through embellishment and bold jungle and Aztec prints in floaty jersey or fly away chiffon. Jumpsuits are beaded at the waist in crepe or in silk with a belted industrial cut in soft turquoise.

[Shorts](#) follow the utility trend in khaki tones with gold buttons and teamed with crisp white embroidery anglaise smock tops and tie front shirts. Denim is updated with the hero, a washed denim dress, given new rope detailing with a belted waist with cross over straps. Tie dye makes a comeback on the draped jerseys, vests, scarves and swimwear featured in the collection. Kitsch printed oversized vests and t-shirts feature iconic summer prints including sunglasses, ice-creams and 'wish you were here' slogans.



Fairytale [maxi dresses](#) with frill detail and embellished off the shoulder silk dresses give the summer a luxurious vibe with the delicate beaded playsuit being key.

Accessories follow the laid back vibe with studded leather bags, raffia beach bags and printed shoppers. Swimwear features bold Hawaiian prints and bronze fabrics with matching beach cover-ups. As always French Connection's [bikinis](#) are designed to be mixed and matched so customers can find the style and size that's right for them. Choices include frilled triangle, bandeau or halter-neck tops and tie side or retro low waist bottoms.

About French Connection
French Connection was founded in 1972 by Stephen Marks who set out to create well-designed womens clothes that would appeal to a wide audience. French Connection now offers a fashion-forward clothing range collections, 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; designed products presented in a unique and innovative way.

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