

House Of Fraser Adds The Exclusive Label Lab Brand To Its Young Brand Portfolio

HOUSE OF FRASER

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Label Lab has become the latest hot new brand from House of Fraser. It launched Spring/Summer 2010, and it is the newest addition to the House of Fraser young brand portfolio.

[The Label Lab](#) look has an eclectic, rock chick vibe. It draws inspiration from vintage designs and the rock music scene, with a true London feel. [Label Lab womenswear](#) has created an individual style that has an edgy wearability to it.

The overall look is both distinctive and highly fashionable, it is both glam and casual, and it's perfect for those looking for a more exciting and individual style.

The Label Lab collection will appeal to those looking to unleash their inner rock chick, as well as those who have a passion for vintage fashion. Pretty meets grunge in lace and sequin detailing paired with khaki shades. Motif tees add a quirky feel, and look great with Label Lab's denim range.

The range comprises stunning separates created in sumptuous fabrics. Light cotton dresses sit beautifully alongside lace crop tops and billowing silk shirts. Whilst high-sheen harem pants get an androgynous makeover when paired with the tuxedo jacket or leather jacket. A high fashion denim range consisting of various washes and stages of distress, gives the wearer more options from their wardrobe, and



the sequin encrusted hooded jacket and fringing detail tanks add a fashion forward point of difference.

Attention to detail is key to the Label Lab ethos. Rivet and chain detail hark back to the Punk movement and symbolise individuality and rebellion. Whilst sequins and lace offer a girly vintage feel which work beautifully against the harder edged pieces.

As for key pieces the Goddess dress is a definite must-have, the maxi length with heavy brass embellishment is a hot look for Spring/Summer. The other [Label Lab dresses](#) are equally statement making, and the vintage look dress, dip dye chain dress and jersey maxi dress are all perfect for the Festival season.

Label Lab will sit alongside other key fashion brands on houseoffraser.co.uk including Therapy, Warehouse, Ted Baker and [Oasis clothing](#). The price range sits perfectly with these much loved high street brands, with prices starting at £15 for a vest, £40 for dresses and £50 for jeans.

ENDS

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 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. House of Fraser also stocks Label Lab Co.

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