

La Redoute

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La Redoute unveils new designer collaborations for AW15 wishlists

La Redoute, the super-chic brand from France is once again bringing feminine French style to British women as it launches its stunning Autumn Winter 2015 collection.

Featuring collaborations with some of the most sought-after designers on the French fashion circuit, the collection delivers key trends from the catwalks alongside timeless styles that have an emphasis on classic cuts that flatter, in a way only the French seem to know how.

The collection embraces luxe fabrics in shades of grey, slouchy tailoring in autumnal jewel tones and oversized masculine outerwear in exciting shapes.

La Redoute is showcasing exclusive collections by three young designers currently creating modern, iconic French fashion. **Coralie Marabelle**, **Etienne Derœux** and **Christine Phung** were hand-picked by Sylvette Lepers, Head of Style at La Redoute, to bring their unique talent to the brand. These collaborations perfectly complement the signature styles from in-house labels Mademoiselle R, Soft Grey and Laura Clément.

AW15 also sees the launch of La Redoute's capsule Vintage Collection, which reworks iconic pieces from their 70s archives to bring retro statement-making straight to autumn winter wardrobes.

Designer Collaborations

La Redoute x ETIENNE DERŒUX



Etienne Derœux trained at the Academy of Fine Arts in Antwerp and architecture and visual arts school, La Cambre, in Brussels. This young designer draws inspiration from sportswear, architecture and design.

For La Redoute, he pushes the boundaries with a clean, modern and sophisticated edge. Accents of cobalt blue meet timeless monochrome for feminine style with precision and lightness: "I tried to create a wardrobe that reflects my brand identity without being boastful. I wanted to offer La Redoute customers a gentle introduction to the world of Etienne Deroeux."



CORALIE MARABELLE x La Redoute

After collaborating with Hermès Maison Margiela and Alexander McQueen, Coralie won the Public award at the International Festival of Fashion in Hyères in April 2014.

For La Redoute, Coralie Marabelle has created a 10 piece capsule collection that is feminine, yet structured. She says: "After creating a collection entirely made of unique sewing materials by hand for the Hyères Festival, I found the prospect of creating a collection that's easy to wear in everyday life very attractive."



CHRISTINE PHUNG



Christine Phung graduated from the Duperré School of Fashion and Design and Institut Français de la Mode in Paris, and has worked for fashion brands such as See by Chloe, Vanessa Bruno and Christophe Lemaire. In 2013 she won the prestigious ANDAM (Association Nationale pour le Développement des Arts de la Mode) award in the "First Collections" category.

For her exclusive collection for La Redoute, Christine Phung imagined: "a colourful collection with strong graphic elements that are elegant, but at the same time



effortless. It's easy to combine, but also strong enough on its own. This collection is for the energetic, contemporary woman. She is radiant and curious; she wants to explore the New World."

Limited Edition Vintage Collection

Brand new for AW15 are 'must-have' pieces from the Vintage Collection. La Redoute has uncovered classic items from the 70s archives and updated them to bring vintage glam to British women. This is a celebration of La Redoute's heritage as a fashion powerhouse, and a reminder that France brought classics such as culottes and the A-line skirt to the global consciousness.

A range of earthy tones and tactile fabrics give this retro collection a luxe feel. Structure is added everywhere: culottes are sharply tailored; the printed shirt dress gets pleats and the pussy bow blouses nip sharply in at the waist. The result is a vintage look that isn't dated.



In-house labels

Mademoiselle R

Mademoiselle R's style is a grown-up twist on girly favourites. Pastels, lace and florals meet PVC and structured silhouettes for an on-trend wardrobe update that's fresh and feminine. Plus, French fashion embraces the best of British with Mademoiselle R's mini collection featuring an exclusive Liberty of London print. This winterflora print can be layered with wool, denim or leather to keep a feminine look even when battling the elements.



Soft Grey

If your inner rebel is fighting to get out, Soft Grey is the label for you. Ripped jeans, leather skirts, zips and studs are the order of the day, and don't forget a boyfriend-style coat to throw on top.



Laura Clément

Luxe fabrics and classic tailoring in a colour palette of cream, navy, burgundy and tan add up to a minimalist, elegant look that's perfectly Parisian. This collection is subtle and delicate; it's all in the detail.



Key Stories

Shades of Grey

Fifty shades isn't enough when it comes to this season's staple shade. Layer endless hues of grey for a sophisticated elegance with an edge; from a charcoal jumpsuit to a stone pleated skirt via a pinkish dove coat, La Redoute has the lot.



70s Vibe

Wear your clothes through a 70s sepia filter. La Redoute has hand-picked the best of the 70s trends. The pussy bow 'it' blouse, popularised by French legends Coco Chanel and Yves Saint Laurent, is paired with high-waisted flares and pencil skirts. Mini dresses and velvet jackets are given an update that captures the bohemian spirit of the era but leaves them looking catwalk-ready.



Retro Preppy

A nod to 60s preppy Americana flavours this selection of full skirts and mini dresses. A checked shift or monochrome separates recall a decade of social revolution, whilst pleated minis and asymmetric skirts take us back to school in a simpler time.



French Inspired Nautical

The French capsule wardrobe gets a nautical update in this collection of classic pieces with a military twist. Key pieces will see the La Redoute woman through the transitional period from Autumn into the cooler Winter months. Gold buttons and piping make navy blazers and pea coats stand out, and of course the classic French breton stripe is a key look for this trend.



Since 1969, La Redoute has acted as a platform of creation for countless designers such as Yves Saint Laurent, Azzaro, Anthony Vaccarello, Robert Clergerie, Delphine Manivet, Vanessa Bruno, Rabih Kayrouz, Cedric Charlier and Jacquemus. La Redoute's continuation of this tradition is testament to their credentials as a French fashion powerhouse.

All of the new Autumn Winter 2015 collections and trends are available at www.laredoute.co.uk.

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For more information, image requests or sample enquiries please contact the La Redoute press office:

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Notes to Editors

La Redoute is the number one e-commerce business for womenswear in France and one of Europe's largest home shopping organisations. It has over 10 million active users worldwide with a presence in 26 countries. The UK arm of the business is headquartered in Bradford and its mission is to bring affordable French style to British wardrobes. Featuring collaborations with some of the most sought-after designers on the French fashion circuit, La Redoute delivers timeless and classic styles. La Redoute also boasts a portfolio of own brand creations that fit and flatter the way only the French seem to know how.

For more information, please visit www.laredoute.co.uk.