

ANDREW MAJTENYI

ANDREW MAJTENYI SPRING/SUMMER 2010 Collection at Pure London, JULY 25 2009

Fashion Designer Andrew Majtenyi presents his Spring/Summer 2010 Collection at Pure London, Stand B28 in the Grand Hall 2-4 August 2009.

Spring and summer 2010 inspiration reflects a calmer mood, featuring light, ethereal colours with contrasts of supple and crispy textures, inspired by the softness of summer clouds in juxtaposition to modern lines of urban landscape

Softer, lighter prints are prevalent throughout the collection marked with a graphical like treatment that zigzags through softness in a dramatic and romantic modern retro style. A feeling of lightness and slight transparency enhance the already feminine silhouette, in combination of the finest Italian and French fabrics. Colours include chalk, skeleton, greyed mauve and silvered stone. Subtle butterfly prints and the abundance of soft linens are also seen.

The collection features 30 pieces in three distinctive groups - Modern Romantic/Architectural, Classic and Luxury Sportswear ranging from £80 to over £300 wholesale.

Showroom after 4 August: Please contact Gloria Baptist for appointment on 44 (0) 7986 455 536. gloriab@andrewmajtenyi.com

UPCOMING:: Atmosphères at Prêt à Porter, Paris 4-7 September 2009

UPCOMING:: London Fashion Week event, September 2009, TBC

PREVIEW AND BIOGRAPHY SS10 www.andrewmajtenyi.com/press10summer

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