

## Getting IN on the act

2 May 2010

*~ International women's wear now at The Collective ~*

**Mumbai:** This Summer, The Collective is proud to launch, for the very first time, women's wear from the world's leading international labels at the store, offering women their own place with the latest fashion from across the globe. On offer is a range of jeans, tops, dresses and accessories from leading brands such as Alice and Olivia to DVF to Ringspun to J Brand Jeans and Lulu Guinness, exclusively available at The Collective.



The Collective has a mélange of fashion wear and accessories that every woman dreams of having in her wardrobe. The collection ranges from uptown chic to ultra-hip to bold and dramatic silhouettes to the best in flamboyance. For every mood, fashion fervour and look in mind, The Collective has on offer a spread that could take you – the woman of Bengaluru /Mumbai from Lounge to Red Carpet.

With the introduction of the international women's wear collection, its time ladies – to line up at The Collective. Democracy has arrived, and it never looked so good! Catch on to the best in trends and the latest in fashion – for a look that is yours to own.



The brands on offer this Spring Summer for women include:

### **Alice and Olivia**

Uptown chic, expertly blended with downtown

edginess in designs that have an underlying Parisian sensibility. They're just the thing to be seen on the red carpet or under the soft lights of your favourite spot. Worn and adorned by leading celebrities and fashionistas the world over.

### **DVF**

The fashion brand of Diane von Furstenberg has, for years, stood for feminine power and freedom. The collection includes soft flowing silk dresses and tops and is renowned for leaving you feeling absolutely gorgeous.

## **VINCE**

This ultra-hip lifestyle brand is revered for its basics-with-a-twist approach that women love the world over. Mixed with vintage jeans or black trousers, Vince can easily take you from a hard day's work to a night to remember on the town. Also, the brand is popular amongst the world's best dressed list – from Kate Hudson to Cate Blanchett.

## **VELVET**

A brand that has an eye for quality and creates a collection of contemporary tops that's soft and sensuous with a sharp focus of the feminine form and fit, detailed with raw and beautiful trims.

## **RINGSPUN**

A brand that is already a favourite amongst the men at The Collective, Ringspun features a bold new look for women showcasing dramatic silhouettes with their signature oversized graphic designs inspired by nature. Bold and sexy – all in one.

## **J BRAND JEANS**

They're world famous and any woman who's ever worn them will tell you that you can't go wrong with them. They're sexy, stylish, comfortable and possess a fit that every woman dreams of.

## **LULU GUINNESS**

Femininity with a sharp dose of humour – best describes Lulu Guinness this season. Inspired by London Fashion and lifestyle, these accessories will add spice to any outfit with the right amount of fun and flamboyance. Their signature 'lips' clutch is a regular celebrity sighting.