

Louis Philippe Unveils its Autumn Winter-14 Collection

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~ This Autumn-Winter, taste French Grandeur with the new collection from Louis Philippe ~

Louis Philippe, the identity of the stylish and astute Indian gentleman, celebrates its 25 years with its Autumn-Winter '14 collection which draws inspiration from the exquisite and sophisticated French culture. This collection expresses the refined, unconstrained and richly detailed sense of elegance and passion through a wide range of exclusive apparel, footwear and accessories for every occasion.

Louis Philippe AW 2014

Celebrating 25 years in India, Louis Philippe returns to its roots that hold true to French culture. Drawing inspiration from the scenic vineyards, exquisite palaces, sophisticated art and culture, this season, Louis Philippe epitomises all that is French.

For the brand, autumn winter is all about tradition, expression and flamboyance. The amazing wine capital in Bordeaux to the royal chateau of Versailles serve as the principle motifs for the collection, as it enhances discovery and is a celebration of joie de vivre.

The collection is built on the colours found in these ever-so vibrant and dramatic locations; you can spot the bright emerald greens and jewel purples interspersed between the dense navy blues work along with burnt orange and ochre to create a plush collection. It narrates an elegant tale of sun kissed tobaccos, mellow yellows and natural browns and greens that are reminiscent of the lovely vineyards and that are so intricately woven into the French culture.

The collection is brought to life through cutaway shirt collars, speckled turtle neck sweaters and woolen scarves that are printed and woven in jacquards and complimented by small liberty prints. Complementing the range further are leather and suede jackets that are essentials for the season, while detailed prints and strong colour applications in garments and accessories is what makes it so unique.

The Louis Philippe mainline collection comprises formal / semi-formal shirts, suits, trousers, tee-shirts, footwear, accessories, etc and is available at a price range of Rs999 to Rs27,999.

LP by Louis Philippe:

This coming season, LP Louis Philippe epitomises the excitement and energy of 'Bicycle Urbanism' and the 'Alpine Rally.' Through the personification of bright electric colours fused with calming earth tones that accentuates a smart yet sophisticated look, in Autumn-Winter '14, LP Louis Philippe symbolises the brands' irreverent 'spirit of adventure'.

Bicycle Urbanism:

Taking inspiration from the Danish culture of cycling, LP Louis Philippe fuses electric colours with sustainable and functional materials for a cool, urban aesthetic. The collection comprises a colour range from cool greys, electric blues and clinical greens that are accentuated with a tinge of orange.

Alpine Rally:

The 'Rallye des Alpes' is another motif that features prominently in the Autumn-Winter '14 collection. Inspired by the historic Alpine rally, the line features tweeds and corduroys with leather detailing and

embroidered racing badges. It brings to life style and sophistication as it tips the colour range from hunter greens to oxblood and khakis highlighted with scarlet.

The collection at LP by Louis Philippe comprises shirts, trousers, tee-shirts, footwear, accessories, etc. and will be available in stores across the country, starting from a price range of Rs1,499 and escalating to approximately Rs11,999.

About Louis Philippe:

The brand draws its name and inspiration from King Louis Philippe of France, who was famed for his generosity of spirit and his appreciation of the arts. Louis Philippe thrives on excellence, elegance and opulence. Synonymous with premium, international men's fashion, Louis Philippe was launched in India in 1989, and ever since then, the brand has been enjoying the repute of being the leader in formal and quasi-formal wear. Taking cognisance of the evolution of the Indian gentleman and so also his preferences, the brand has constantly innovated and modeled itself to suiting and meeting those requirements and this is what sets Louis Philippe apart as a premium, international men's fashion brand.

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