

# **C&A presents the fashion highlights for Spring/Summer 2012**

**170 years of C&A in Europe**  
**100 years of C&A in Germany**  
**20 years of C&A in Portugal**  
**10 years of C&A in Poland**

In this anniversary year C&A is once again presenting its outlook for the forthcoming spring/summer 2012 season. The international C&A press fashion show, which is taking place on 19 October for the sixteenth time, is meanwhile a firm fixture on the calendar for the European fashion press. Approximately 300 international guests from twelve different countries are expected to attend. Representatives from the Chinese fashion press will once again be present.

The area next to the 'Fashion Center' in Düsseldorf, one of the two C&A Europe headquarters, has been chosen as the venue for the fashion show. Within two weeks an elaborate 3000 m<sup>2</sup> tent construction has been constructed. The impressive tent is almost 10 m high at the middle and has a glass entrance area. In the style of a greenhouse on an area of 150 m<sup>2</sup>, here C&A is also underlining its commitment to sustainability. As one of the world's leading providers of organic cotton, C&A is presenting the collection in a shop setting.

Another international team of models will this year be headed by Susann Atwell. The host lives with her two daughters in Hamburg. After a degree in archaeology and German studies she began her television career in 1992, working for German TV channels Premiere and ProSieben. She has hosted the German Film Prize twice. The show will be choreographed in the proven style of Bruce Darnell, who always succeeds in conjuring up inimitable new looks on the catwalks of the international fashion scene.

The trendy labels of C&A are presenting a variety of different looks and époques for the forthcoming season. Yessica Pure, inspired by the style elements of the twenties, is distinguished by a high-quality and elegant collection. Clockhouse is focusing on the fifties with an ironic girly look featuring polka dots and other minimal prints. Another focus of this season's collection is a vibrant festival look with graphic ethnic prints. The colours are earthy tones in combination with bright colours. And next summer Yessica will be going on a journey to Caribbean countries in the style of the seventies. This is an expression of the sunny zest for life, which is reflected in brilliant colours and flowing silhouettes.

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### **Yessica Pure: Indochine**

**Inspiration:** Yessica Pure, inspired by the style elements of the twenties, stands out with a clear and feminine collection in elegant hues. Asian-inspired silhouettes and large-scale floral prints are at the foreground of the collection and give it an international flair: terms like sophisticated, clean, luxurious and sexy reflect the attitude of the **Pure** collection. **Colours:** Brilliant colours like antique white, black or metallic silver are the first visual impression of the collection. **Materials/Prints:** The precious fabrics and prints like sheer silk crêpe Georgette, silver shiny jersey lamé, silky satins and meticulously processed sequins with a high-quality finish on the finest silk tulle are the haptic highlight of the collection. Crêpe Georgette for blouses, trousers and blazers is the focus of the collection. **Key Styles/Silhouettes:** Newly interpreted kimono blouses and dresses in printed or plain fabrics, elegantly tailored printed or plain-coloured baggy trousers, extremely wide trousers in a Marlene silhouette, tuxedo blazers, waistcoats, high-cut pencil skirts, sexy shorts, feminine sequined dresses, overalls and graceful dresses for the main visual attractions. **Accessories:** Fashionable clutch bags in a patent leather and structured look in silver and antique white, sexy high heels and skinny belts complete the look of this collection.

### **Yessica: Costa Rica**

**Inspiration:** Caribbean islands, fruity colours, exotic and tropical touches, pool party. **Key Styles:** Long dresses, overalls, box-shaped tops, crochet elements and broderie anglaise. **Colours:** White tones with colour flashes in pink, yellow and orange; blue and green tones show off the exotic prints to perfection. **Fabrics:** Softly falling viscose fabrics, flowing chiffon, Tencel texture, soft cotton fabrics with broderie anglaise. **Accessories:** Colourful bangles in poppy colourful, bright wedges, clutch bags and hairbands.

### **Angelo Litrico: Costa Rica**

**Inspiration/Key Styles:** Casual sportswear and formal elements are combined with new classics – a collection that comes across as modern and mixes functional aspects with elegant silhouettes, but cotton trousers and short shorts play just as an important role as sporty tank tops and light shirts. **Colours:** Fresh white tones and, as a counterbalance and to freshen things up, solarised colours like magenta, yellow, bright green, spicy orange tones and turquoise. **Fabrics:** Light jersey fabrics for tank tops, cotton fabrics in stonewashed look for shorts and trousers and light cotton fabrics in a dented look for shirts. **Accessories:** Lace-up shoes made from cotton canvas, watches, cotton canvas belts, sunglasses and light jersey scarves. All accessories are in the vibrant accent colours.

### **Clockhouse Girls: Festival Folk**

**Inspiration:** Young, cool and independent, open-air festival look, inspired by North and South American folklore elements. **Key Styles:** Printed pyjama and palazzo pants, overalls, flowing blouses, wide swinger tops, cropped and brightly coloured denim jackets, bright, skin-tight trousers and shorts, tunics, crochet waistcoats and dresses, short boxy jackets in parka style, flared jeans in seventies look. **Colours:** Earthy brown tones like terracotta, rust, burnt orange and maize yellow provide a

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stark contrast to strong, vibrant colours like turquoise, mandarin orange, hibiscus pink and vibrant purple. **Fabrics:** Flowing viscose, soft cotton knitwear, light see-through jersey fabrics and eye-catching graphic ethnic prints. **Accessories:** Suede bags with fringing, multi-coloured platform sandals, trilby straw hat with colourful contrasting bands, round oversize sunglasses in the style of John Lennon.

### **Clockhouse Boys: Festival Folk**

**Inspiration:** Traveller look in vintage style with preppy influences. **Colours:** Mustard, petrol green, off-white, brown tones. **Fabrics:** Authentically washed denim fabrics, flame yarn, leather, flannel, compact cotton twill. **Key Styles:** Authentically washed leather jackets, flannel shirts made from double-face, 5-pocket denim shorts, T-shirts made from flame yarn with different necklines, all-over printed and dyed Bermuda shorts. **Accessories:** Boat shoes, flip-flops, cord flat caps, leather belts in a braided look.

### **Yessica: Wild World**

**Inspiration:** Nomads, oases, ethnic prints, Sahara. **Key Styles:** Suede jackets, printed harem pants, T-shaped blouses. **Colours:** Sand, chalk, mustard, aqua tones, intense red. **Fabrics:** Softly falling jersey fabrics, metal foil print, viscose fabrics with structured surface, Tencel look. **Accessories:** Feather necklaces, raffia wedges, wooden bangles.

### **Angelo Litrico: Wild World**

**Inspiration/Key Styles:** The outdoor style is traditionally defined by functional shapes and details but a new interpretation is now also resulting in sophistication of the silhouette, with lightweight sleeveless shirt jackets, twisted cargo pants, shorts with rolled-up hem and tank tops in a layered look. **Colours:** Neutral dusty tones like sand, cognac and khaki. **Fabrics:** Mélange yarns and structured jersey fabrics for tank tops, stonewash cotton, mesh details and light nylon jackets. **Accessories:** Lace-up shoes made from cotton canvas in sand and cognac, cognac-coloured leather belts, straw hats, golden brown sunglasses, heavy cotton canvas bags with leather details, net scarves, bandanas, ikat scarves and pearl bracelets.

### **Lingerie: Secret Garden**

**Inspiration/Key Styles:** The aim was to present a modern interpretation of romantic looks in intensive colours. Long nightshirts with layered effects and frills, big bows on bustiers and bodies in transparent lace and net are the eye-catchers of this look. **Colours:** Hot coral (vibrant orange) and azalee (vibrant pink). **Fabrics:** Chiffon and satin, lightly printed cotton fabrics in combination with chambray, transparent lace and net.

### **Girls: Toddler and Kids**

**Inspiration:** The main inspiration for this spring are the fifties, a mix of soft and radiant pastel tones, fifties-style American diners, the sweet look in contrast to the harder rockabilly look for older girls. Gingham checks, polka dot patterns, prints of cherries, milkshakes and roller-skates. We are also using summer flowers as the inspiration of a summer garden party. Romantic styling, all-over floral prints, fruits,

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butterflies and summery girls. **Colours:** At the focus of the fifties look are white colour tones with pastel and intense colours like violet, mint and fuchsia plus black for older girls. For the garden party look the colour palette includes white, yellow, coral, orange and a vibrant pink with turquoise highlights. **Fabrics:** Dominating this spring is cotton with a high organic cotton content. Tops made from cotton jersey, viscose and light woven fabrics. Bottoms made from denim and smooth cotton, as well as fabrics made from flame yarn. **Key Styles:** The fifties are all about the preppy look, white shorts, blouses with gingham tie, T-shirts in layered look with fifties-style roller-skates, milkshakes or girls. Polka dot blouses, denim skirts, fifties dresses with gingham checks or fruit print. For the garden party look romanticism is taking centre stage. All-over printed tops and dresses. Tiered skirts in denim, smooth or with broderie anglaise details. Frills, embroidery and lots of loose dresses. Prints mainly feature flowers, fruits and butterflies. Matching both fashion lines are accessories like scarves, flowers in the hair, hairbands and bags in the colours and style of the trends for girls.

### **Boys: Toddler and Kids**

**Inspiration/Key Styles:** Beach and surfing, summer holidays with a retro touch even in the graphic motifs, summer and holiday feeling with cars from the fifties. Miami feeling. **Colours:** Pastel tones with motifs in very vibrant colours, intensive blue and green tones for clothing, orange as the most important highlight. **Fabrics:** Cotton fabrics for tees and denim, plus cotton checks for Bermudas. **Accessories:** Chic straw hats in fifties style, baseball caps in a new look with striking colour blocking, Castro caps made of canvas, duffle-style bags and sunglasses in Carrera look.

### **Swimwear: Summer Festival**

**Inspiration:** The most diverse elements with a sophisticated lido and simple beach party feeling; the pattern mix in new and unexpected combination provide a touch of eccentricity and hippie feeling. **Colours:** Saffron yellow (seventies retro style), mandarin orange (sixties pop), azure blue, white. **Fabrics:** Soft microfibres, crochet look, flowing silk chiffon. **Patterns:** Foulards with a modern twist and Baroque and tie patterns and edging. **Key Styles:** Bandeau tops, draped, with frills or blossoms, balconette corsages, briefs with butterfly effects on the sides or skimpy bikini styles with lacing and floral decoration, high-cut bodies with bows and pushed-up waist, bandeau monokinis with cut-out details and decorative fringing or as a double layer in crochet look, halterneck styles with plunging neckline and laced-up front. **Accessories:** Silk chiffon sarongs, bangle sets made from enamel, wooden beads and straw, espadrilles with platform sole.

### **Clockhouse Girls: Pool Position**

**Inspiration:** Pool party of the fifties! A girly and chic look with a rebellious flair. **Key Styles:** Dresses, skorts (short trouser skirts), playsuits (short overalls), new trench coat interpretations, flowing blazer styles in "deconstructed" look, college jackets, nylon blousons, box-shaped tightly knit cardigans and sweaters, collarless satin tops, bow-detail blouses, lingerie tops. **Colours:** Burgundy, bubblegum and powdery pink,

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midnight blue and baby blue as a contrast, vanilla yellow as an accent. **Fabrics:** Flowing viscose, satin and nylon prints with irregular flecks or polka dots. **Accessories:** Shopper bags in metallic look, clutch bags, pointy ballerinas and high heels, jersey scarves.

### **Clockhouse Boys: Pool Position**

**Inspiration:** Smart sportswear line with maritime influences. **Colours:** Navy blue, coral red, off-white. **Fabrics:** Raw denim, cotton twill, light jersey fabrics, nylon, sweatshirt items. **Key Styles/Silhouettes:** Sweatshirt college jackets, shorts in this season's colours, stripey T-shirts, raw denim 5-pocket jeans, nylon jackets in the trend colour coral red, T-shirts with surf print. **Accessories:** Boating shoes, straw hats, flat caps, white sunglasses.

### **Bio Cotton**

**Inspiration:** The collection for the whole family goes by the motto "We love organic". Mouth-watering fruits, luscious flowers and calming clusters of trees. **Colours:** Yellow as a sunshine colour and accent paired with neutral colours from white and sand to sandalwood. **Key Styles/Silhouettes:** Flattering fruit print dresses with belt, block stripes in combination with box-shaped silhouettes and T-shirts with print motifs combined with hot shorts and chinos. An urban jungle feeling for boys and men is the keyword, checked bottoms and artwork prints on T-shirts will attract attention. **Accessories:** The matching accessories like scarves, bags and belts round off the look.