

## ***Press Information***

### **C&A presents the fashion highlights for Autumn/Winter 2010 at the international fashion show at the “Rheinterrasse” location in Düsseldorf**

C&A is already looking forward to giving a glimpse into next season's fashions. On the one hand it is rocky and military styles that are dominating the look, with pastel colours and powdery non-colours contributing to a delicate, feminine and pure winter style on the other. Playing an important role here is the strong material mix, which brings together compact and light, as well as matt and shiny styles. Metallic elements of the collection add the necessary dash of excitement.

The star of another international catwalk team, Swiss model Julia Saner winner of both the “Elite Model Contest” in Switzerland and the world final, will be presenting the autumn/winter collection by C&A. You can also look forward to seeing the two Austrian winners of the “Madonna Model Contest”, Jennifer Syrowatka and Christoph Sassmann. Sara Nuru, who has held the “Germanys Next Topmodel” title since last year will of course also be on the catwalk, along with four girls from the present series.

The show will be choreographed by Bruce Darnell, who always succeeds in conjuring up inimitable new looks on the catwalks of the international fashion world.

C&A has once again chosen the Rheinterrassen in Düsseldorf as the venue for this international press fashion show on 21 April 2010. The listed Rheingoldsaal hall inside the unique location dates back to the period of prosperity in the twenties. The rear part of the building was extensively renovated in 1997. During this refurbishment work a large glass front was added, which nowadays allows you to enjoy unequalled views of the River Rhine.

The C&A press fashion show, which is taking place for the thirteenth time in April, has become a tradition.

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### **Yessica Pure: Balance**

**Inspiration:** Yessica Pure is a high-quality, modern and sensually elegant collection for the intellectual and confident businesswoman. The discerning look of luxury gives the collection an international cosmopolitan flair. Smart, charming, refined, sophisticated, elegant, cool, low-key, luxurious, sexy and dynamic are the attitudes of the Pure range. The clear hallmark emphasises the elegance of simplicity and is almost invisibly luxurious. A collection of pure indulgence.

**Colours:** The sophisticated elegant and subtle colour palette comprises off-white, beige, olive, powder red and rosewood. Light & dark stone grey is the first visual impression of the collection. **Fabrics:** Completing the composition of the collection are precious fabrics like pure silk in the form of Habotai and Crêpe Georgette, shiny satin, high-quality leather from washed soft nappa, long-haired lambskin and super soft flowing velour, nylon taffeta from high-tech polyester fibres, elegant lace, outdoor wool, panne velvet, high-quality woollen knitwear, as well as mohair and fine jersey. **Key Styles:** The zip-up blouson made of Habotai silk combined with a shoulder-accentuating modern woollen roll-neck jumper is a highlight and must-have of the collection. The modern lambskin jacket in combination with the new ankle-boot pants with boot-cut silhouette is a pure statement. The flowing suede Sarouel trousers, combined with a lavish silk blouse create a modern look. The trench coat made of washed soft nappa in rosewood and the long lambskin waistcoat are the real eyecatchers of the collection. The new shiny satin suit with emphasised shoulders and clear-cut waistline features elegant details. A silk top with feminine ruffles was designed to be combined with this outfit. Sexy over-knee boots and long gloves made of the finest nappa leather round off the look. The down outdoor coat, combined with modern knitted legging adds a high-quality casual touch. **Accessories:** The look is underlined with long, soft nappa gloves and unusual, modern suede and lambskin leather bags. The top-quality and sexy over-knee boots round off the pure winter style. Expertly combined, the elegant accessories add elegance and enjoyment to every complete outfit.

### **Clockhouse Girls: Rockabilly**

**Inspiration:** The fifties era, a boy-like look, cool girls. **Colours:** Black, blue, white and poppy red as an accent. **Key Styles:** Woollen duffle coats and blazer coats, Spencer jackets, military and uniform details for coats and jackets, tartan on Spencer jackets and mini skirts, biker-inspired trousers and leggings, carrot-shaped trousers with low crotch, boyfriend-style and coated jeans in dark washes, skin-tight indigo-coloured jeans with turn-ups, knitted mohair jumpers available in plain or striped styles, or with pompoms. **Fabrics:** Wool, cotton, jeans, light and heavy jersey. **Accessories:** Leather gloves with zips, biker boots and berets, glasses with plain lenses, checked scarves.

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### **Clockhouse Boys: Rockabilly**

**Inspiration:** Urban, grunge look with rock star attitude. **Colours:** Shades of grey, anthracite and navy blue. **Fabrics:** Washed-out denim fabrics, wool, flannel, leather, heavy washed-out fleece fabrics, light jersey. **Key Styles:** Low-rise trousers, jogging pants with biker details, biker jackets made from a mix of leather & wool, heavy oversized knitted jumpers with shawl collar, light jersey T-shirts with front print, denim shirts. **Accessories:** Leather shopping bags, leather biker-style gloves, high lace up sneakers, trapper hats, cable-knit scarves.

### **Yessica: Prairie**

**Inspiration:** A determination for change, a strong new trend with the emphasis on the all-encompassing cocooning comfort of soft unstructured layering. A highly romantic look with a focus on jersey and knitwear, combined with layered skinny jeans or knitted stockings and fake fur. Leathers adding an almost apocalyptic Earth-traveller feel. **Colours:** Light and nude shades with the emphasis of pinks, berries and dusty winter pastels. **Fabrics:** Mostly knit, chiffon and fake fur. **Key styles:** Layered knitted tops combined with slim bottoms. Every look is soft but still strong and modern. **Accessories:** Fake fur and fake furry accessories with knitted stockings completing the look.

### **Angelo Litrico: Prairie**

**Inspiration:** A multi layered warm comfort look with the signature of "chunky feel". **Colours:** Tones of beiges and browns. **Fabrics:** Cotton for pullovers and stretch baby corduroy for slim trousers. **Key Styles:** Voluminous and elongated knitted cardigan as must-have for the season combined with a heavy Jacquard pullover and skinny pants. **Accessories** : Extra long Chunky ribbed scarves with patchwork.

### **Clockhouse Girls: Folk**

**Inspiration:** a desire for authenticity, an eclectic mix of various cultures, highlands and the countryside. For a young interpretation ideas from outdoor activities such as hiking, fishing & camping! **Colours:** greens from Khaki to military and deep uniform greens, reds from berry to deep oxblood, combined with neutrals and Browns, burnt Orange for contrast. **Fabrics:** wool and wool blends, brushed winter cottons, corduroy, fake fur. **Key Styles:** heavy gauge knitted cardigans, shawl collars, handknitted jacquard pullovers and cardigans, cropped knitted military boleros, folk printed tunics and dresses, brushed cotton lumberjack checks for shirts and dresses, parkas, anoraks and outdoor blousons, teddy linings, fur waistcoats, lambskin jackets, long ponchos and military woolen coats, army and combat pants, jodhpurs with braces, corduroy, pleated knitted mini skirts and knitted tights and leggings. **Accessories:** chunky tube scarves, nordic jacquards for hats, gloves and scarves, multicoloured knitted berets, folk printed scarves, crepe sole high heels in suede, biker boots, antique brass details for jewellery and leather belts.

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### **Clockhouse Boys: Folk**

**Inspiration:** Worker look with ethnic influences. **Colours:** Denim blue, sand tones, brown, khaki and berry tones. **Fabrics:** Washed denim fabrics, flannel, heavy knitwear and robust woollen fabrics. **Key Styles:** Chinos, jeans with O-silhouette, heavy cable-knit cardigans with shawl collar, flannel shirts in lumberjack look, light jersey T-shirts with print, utility wool caban. **Accessories:** Washed-out canvas bags, oversized scarves with ethnic jacquard pattern, trapper hats, heavy leather boots.

### **Kids & Toddler Girls**

**Inspiration:** Sparkle and glitter, party vibes, dance inspiration. **Colours:** Greys/blacks with a flash of pink/silver. **Fabrics:** Jersey knits, sequins, denim stretch. **Key Styles:** T-shirts, sweats, denim, leggings and tutu skirts, layers are must. **Accessories:** Straw trilby, oversized hats, denim jersey cap, lace headbands, Polka dots shopper bag. **Scarves:** Pompom edge scarf, Multifloral scarfs. **Jewellery:** Vintage styling, Fabric covered bracelets, Pearls & silk bow details, Crochet, Vinyl laser cut necklaces. **Colour blocking bangles.**, **Belts:** Floral printed belts braided belts.

### **Kids & Toddler Boys**

**Inspiration:** Technical graphics, minimalistic all-over-prints, tough boys, **Colours:** Blues/white/grey/black. **Fabrics:** Cottons, Denims. **Key Styles:** Shirt sets, Hooded cardigans, layered t-shirts. **Accessories:** Camo cap, oversized hats, printed crossbody bags, aged canvas bags, checked woven scarves. **Jewellery:** Black leather bracelets with colour studs, braided belts.

### **Lingerie:**

**Inspiration:** An important source of inspiration for this collection was the sensuous charisma of the great Italian film divas of the fifties. Cool erotic paired with couture-like influences for nightwear and the corset look with a modern twist. **Colours:** Black, midnight blue and cognac. **Fabrics:** Matte and shiny satin in combination with transparent and black lace in two contrasting tones. **Key Styles:** New bustiers, high-waist briefs, waist belts, nightdresses with stitching details on the décolleté. New pyjamas with loose tops and pleated cropped bottoms.

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### **Clockhouse Girls: Mystic**

**Inspiration:** twillight, mystic scenes, vampires, darkness with a sexy and glamorous twist. **Colours:** Lots of black and charcoal, grey and broken white, highlighted by red and emerald green. **Fabrics:** wool, jersey, silky and shiny velvets, PU-leather, nylon. **Key Styles:** woolen Duffle and Blazercoats, spencer jackets, military and uniform details, quilted nylon blousons, chunky furs, velvet dresses with lace inserts, cropped velvet jackets and minis, boleros, lingerie inspired tops and corsets, biker inspired pants and leggings, leather pants, low crotch, boyfriend & coated denims in dark washes, decorative chain tops, mystic space prints for tops and dresses and mohair knitted jumpers. **Accessories:** chain necklaces, leather gloves with zips, high heels with chains and biker boots, big feather hairclips, mohair and with allover sequins.

### **Yessica: Rocky**

**Inspiration:** One of the strongest looks in the current trends are the military influences and the trend for body-conscious dressing, biker chic mixed with baroque as a theme inspiration translated into a whole new youth. The season's emphasis is structure and tailoring. **Colours:** Opulent and precious black, khaki and gold. **Fabrics:** Wools, jerseys, fake fur and leather. **Key styles:** Military details, structured jackets, coats and a very slim silhouette combined with high heel boots. Strong but very feminine. **Accessories:** High heel boots, and bags with shiny and metallic details.

### **Angelo Litrico: Rocky**

**Inspiration:** A military essence for a masculine look. **Colours:** Black and dark of khaki. **Fabrics:** Wool / Melton for Coats, Washed-treated cottons for pullovers, Cottons for slim trousers. **Key Styles:** Military Trench coats and Peacoats, designed with big golden buttons for a powerful look. Knitted military style ribbed rollneck pullover, with woven patch details.