



DRANELLA

PRESS RELEASE
Spring/Summer 2011



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Welcome to Dranella's wardrobe Spring / Summer 2011. Dranella's collection is built around three strong trend stories.

The first story draws inspiration from the lingerie drawer and from the world of ballet. Beautiful soft skin tones, transparent qualities and refined fabric manipulations give a delicate and feminine look. Classic items from your wardrobe are renewed with wrinkles and drapes. Ruffles are used in unconventional ways. Prints with butterflies drawn with an artistic edge.

In contrast, we use elements from another important trend; Khaki Cargo, which is a mix of Urban Safari and Military inspiration. A raw theme where cargo details mixed with biker looks in washed brown and green colors. Elements such as leather and rivets make feminine things raw. Tough animal prints give life to the collection.

Further on, we see an inspiration from the maritime lifestyle. From here we get sailor stripes and the bright blue color that suits Scandinavian skin perfectly. Crude T-shirts with graphic prints and tie & dye elements give the collection the right expression.

The season's silhouette is long and slender. The pants are slim, the tops have been long and often goes to the hips. The collection is both sleek uppers and upper parts by volume. Upper parts have volume made of pleats and ruffles and fits slim trouser silhouettes perfect. Ultra short jackets or cardigans are used with the long tops.

Dranella's collection is built around contrasts. It's about to mix the feminine with the raw, the classic with the traditional and the tightness with the loose in order to give your wardrobe edge!

Enjoy the journey in Dranella's Spring / Summer wardrobe!

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dranella.com

PR high resolution pictures and press release available for easy download on our website.
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