

Press Release: Autumn Winter 2008

Autumn Winter 2008 is Daniel Blake's tenth collection and sees Daniel exploring a new direction, while still retaining all of his essential and much desired design qualities. This collection has a sexier edge, appealing to a greater diversity of customers but never relinquishing its timeless appeal.

Contrast is a key feature of this collection: sleeker silhouettes are juxtaposed with volume; shapes are oversized yet sexy, or straight and narrow. Previously explored cocoon shapes have evolved, becoming more exaggerated and avant-garde. This play on proportion results in a witty combination of the body-conscious with the voluminous in ways that will flatter all.

Both skirts and trousers take on a much leaner line, cut narrower and more tapered than past collections. Hemlines are shorter, with some skirts sitting above the knee. Necklines are deeper, on tops and dresses that mould to the body. Always cut to flatter, waistbands are higher, creating lines that are clean and appealing.

Both day and eveningwear focus on a sportier aesthetic, with oversized envelope necklines as another key feature. Applied metallic trims in contrasting widths take more formal pieces in a modern direction. Tailoring is sharp with engineered detail. Tailored features, inspired by the classic man's shirt, have been added to softer shapes resulting in garments that are unique and utterly wearable.

As ever, fabrics are of the highest quality, ranging from elasticated viscose jerseys through to technical high performance wools, in flannels and shadow pin stripes, which reflect a new modernity that the collection embraces. Fabric surfaces are smooth, with inspiration taken from space and the night sky. Silver flecks are scattered across black wool, metallic stripes stretch across dark expanses, and tones of Orion pink and octane blue add depth reminiscent of our celestial galaxy.

This collection can be hailed as a technical achievement and a newer, edgier Daniel Blake.

Head Office

Daniel Blake Ltd
Unit 5
Kierbeck Business Complex
North Woolwich Road
London
E16 2BG
UK

Tel: + 44 (0) 20 7511 1555

Fax: + 44 (0) 20 7511 1555

www.danielblake.co.uk