

PRESS RELEASE

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Daniel Blake Under Wraps

Designer **Daniel Blake** has identified a new trend amongst women seeking beautifully tailored items for their wardrobes. **Private Views*** - an updated version of old style 'salon' shows - are aimed at discerning women tired of shopping in 'boutiques' where off the peg clothes are produced in quantity and the fit is imperfect.

The Private Views offer clients not only the opportunity to meet the designer but the choice to either buy 'off the block' or select from dozens of different colours and fabrics for something totally individual.

The viewings are held in private homes or luxury hotels and businesses and attendance is strictly by invitation only. Models glide around in the 'collection' and Daniel is on hand to help clients select the most suitable styles, fabrics and colours in a relaxed and enjoyable atmosphere. The 2011 Autumn Winter capsule collection of coats, jackets, dresses and separates – classics with a contemporary twist designed to be worn season after season - are on show in a wide choice of sizes to enable fittings to take place under his expert eye.

This season exciting new shapes include the Twiggy Swing Jacket, the Tweed Zipper Cocoon coat, Military Style Kimono Trench incorporating oversized detailing, Chopstick Trousers and Tux Jacket. Silhouettes evolve gradually from season to season whilst a few items, such as the Handkerchief tie coat, are now considered Daniel Blake Classics. This season the palette spans aubergines, petrols, khakis and black whilst most of the quality wool and jersey fabrics incorporate stretch to suit the modern woman's lifestyle. Prices range from £85 for a leather knot belt to around £950 for a full length cashmere coat.

Pieces are made exclusively to order and are personally delivered and fitted six to eight weeks later. The entire collection is made in England at Daniel's London based factory, with a donation from every sale being given to nominated charities.

***Private Views have been confirmed for:**

15th September, Hotel Grosvenor, Shaftesbury

22nd September, Square de l'Alboni, Paris

29th September, Bryanston Mews, London, W1

3rd October, Kink, Putney, London, SW15

For invitations to the events or to show interest in a future event in your area, contact Daniel Blake on +44 (0)207 511 1555 or e-mail events@danielblake.co.uk

Editor's Note:

Daniel Blake is a talented womenswear designer/tailor. Having trained at Kingston, Daniel went on to design for MaxMara before creating his own line, which he showed over ten seasons at London Fashion Week. His reputation is for timeless investment pieces crafted to flatter the body. In addition to the Private Views Daniel continues to consult for a number of fashion businesses as well as lecturing on tailoring at LCF.