

# Eton Autumn–Winter Collection 2010

With the Autumn / Winter 2010 collection, Eton is reinforcing their position as a shirt maker in the tradition of excellent craftsmanship and outstanding performance. With an authentic sense of timeless style this collection echoes the changing moods of autumn, accentuating a rich colour palette of toned down brights complimented with unique and distinguished details.

Authenticity and quality have always been values close to the Eton heart. However, this season they play the leading role as Eton goes back to basics to focus on their specialty of balancing the timeless and playfulness into shirts that lasts season after season.

The collection is divided into three themes: *Autumn Jazz*, *Northern Soul* and *Hostage of Love*.

## *Autumn Jazz – EXQ July*

When the leaves start to fall we still crave colours to enhance the remaining summer glow, but with a touch of autumn sophistication. A palette of toned down brights – saturated yellow, cobalt blue, orange and red - stands at the center of this bold look. Patterns include multicolour stripes, 80s style paisley and vibrant liberty prints, all in top quality fabrics such as satin, twill and poplin.



## *Northern Soul – EXQ August*

Early autumn calls for a sophisticated yet relaxed business look, based on a classically masculine palette of blues and browns with accents in green, red and black. To create an interesting contrast the austere northern hues are paired with luxurious fabrics, and traditional checks and herringbones are mixed with unexpected dots into a dynamic mix of classic eccentricity.



## *Hostage of Love – EXQ September*

A daring mix of bold stripes and checks in saturated jewel tones gives warmth when winter arrives at your doorstep. A sensuous selection of pinks and purples - fuchsia, dark red and lilac - are contrasted by dark blue, grey and black. The materials chosen are twill, satin and poplin with a luxurious feel that together with the refined colour scheme create a late night dandy look.



### *Classic Selection*

This season, classics are more important than ever. Designing timeless shirts that become long time favorites is the smartest take on slow fashion, and the key to a more sustainable ready-to-wear world. Eton's classic selection has something for everyone with a wide selection of stripes, checks and plain styles that can be endlessly combined by varying the styling and accessories.

### *Grey Ribbon Collection*

In the Grey Ribbon collection, Eton's vast technical knowledge is implemented on new materials - washed denim, heavy twill and poplin - with the ambition to create tomorrow's vintage pieces. All in a classic palette of green, blue, brown and black. With a carefully re-designed body fit, soft cuffs and collars, the look is distinctly casual, careful detailing bringing an air of laidback elegance to the shirts.

### *Black Ribbon Collection*

Traditionally, the evening shirt is only to be worn at very special occasions, such as weddings and proms. But even tradition can benefit from a little change. The Eton Black Ribbon Collection has taken the evening shirt to the next level, with elegant designs that come in all fits: slim, contemporary and classic. To mix it up even more, we have blended traditional colours of white, crème and black with pink, purple and dark blue – and the result is stunning.



For further information please contact:  
Melissa Magnusson, PR & Marketing Coordinator, Eton  
P: +46 33 20 46 25, E: [melissa.magnusson@etonshirts.com](mailto:melissa.magnusson@etonshirts.com)

