

ETON SPRING SUMMER COLLECTION 2011

With the Spring / Summer 2011 Collection, Eton invites the modern gentleman to let loose his inner dandy and stand out in the crowd, while reaffirming its position as a true heritage brand with an unmistakable reputation for first rate quality. Strong collars and a gradual increase in intensity of colours and patterns as the season progresses create an impressive collection destined to leave a lasting mark.

While continuing to create some of the world's best dress shirts Eton now provides fine casual shirts in the new Green Ribbon line, translating their ethos for perfection to more informal garments. Combined with a strong selection of colour coordinated accessories for the below mentioned themes, the collection covers the whole range for the shirted man, whether dressed for the meeting room or a smart night out on the town.

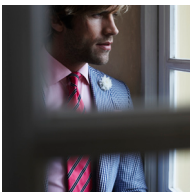
The Red Ribbon collection is divided into 4 different colour themes of shirts and accessories: *Shadowplay, Gone Green, Waterloo Sunset and Atmosphere.*

DECEMBER – *Shadowplay*



During the darkest days of the year the tone of the season transcends into Eton's shirts. Deep powerful tones of dark blue, lilac, lavender, red and grey in daring Bengal stripes and checks are softened by mixtures of satin in a predominantly poplin based collection. The odd contrast button and stitching add playfulness to these refined shirts.

JANUARY – *Gone Green*



Shades of green have the extraordinary ability of luring out life in something as simple as a shirt, making us reminisce of lush forests and deep lagoons. Combined with its close colour sibling aqua blue this theme hints of summer in the midst of winter. The unexpected use of colour makes a strong statement, toned down by more modest patterns of stripes and checks in smooth poplin and oxford cloth.

FEBRUARY – *Waterloo Sunset*



The best way to jump start spring is to dazzle your surroundings with a smart business look were bright colours makes your shirt stand out. Vivid shades of pink, blue and green are sure to catch the right type of attention, available in classic masculine stripes and checked shirts with contrast collars. Once again poplin plays a central role as fabric, making these extraordinary colours truly pop.

MARCH – *Atmosphere*



In this theme the designers have looked Far East for inspiration drawing reference from oriental warmth and sensibility, think Tokyo street signs and Chinese opera. Warm hues of orange in expressive floral jacquard and audacious geometrical printed shirts mark the arrival of summer, with classic gingham checks and stripes in blue tones available for the less adventurous in beautiful lightweight poplin.

ETON

Green Ribbon



Everything you love in your Eton dress shirt – superb quality, the finest fabrics, meticulous attention to detail and individual style – is now available for out of the office hours. The line features relaxed casual shirts offered in comfortable seersucker, linen and washed fabrics all with a soft touch feel. The informal button down collar strengthens the image of a non business shirt, perfect for the man about town on his day off.

Black Ribbon



As more and more men discover the joy of dressing up, the formal Black Ribbon line has grown accordingly. Featuring the most extensive selection of formal shirts yet – in classic, contemporary and slim fit – the line offers a wide array of styles for black and white tie occasions. For this collection, Black ribbon introduces purple and gray into the formal palette, as well as more creative and unconventional uses of fabric and styles for those seeking a more personal twist when looking their best.

