

## 507 71 – SPRING/SUMMER 2011



*Quality & absolute attention to details will be the key for the 507 71 Spring Summer collection by Eton. Inspired to take every day essentials in a man's wardrobe and interpreting them in our way, the collection consists of White, Blue and Grey and a total of 9 different styles.*

Everyone needs a good plain oxford shirt with a button down collar, but it should be made out of the most luxurious cotton and crafted in a genuine way to last over seasons. Extreme rounded cutaway collars in the lightest fabrics available from the best Italian weavers in the world makes it feel like you are not even wearing a shirt. While fashion seasons comes and goes, classic pieces that always look good is the key to sustainable clothing. Throw away fashion is not something we believe in.

Words of the Designer:

"It's funny when you have received total freedom of the design and the first thing you want to do is Classic Timeless stuff. It was enough just altering some collar styles and fits. I think that says enough about the 507 71 for Spring/Summer 2011." Sebastian Dollinger Creative Director.

ETON

*Eton Fashion AB:*

The story of Eton started in the small village of Gånghester outside Borås in Sweden. In 1928 after the recession forced them to close down their sawmill, Annie & David Pettersson started a new business – making shirts. When a sales man in the 1950's brought the shirt collection to the United Kingdom it was apparent that the Swedish name "Skjortfabriken Special" was too hard for the English to pronounce. So the company was renamed Eton, after the prestigious collage. The association with class and sophisticated elegance were, and still are, the ethos behind the company. But Gånghester and Grandma Annie's philosophy to never hand over an item until you are completely satisfied never changed; it is still the foundation of the Eton philosophy.

For further information, please contact:

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