

## ETON AUTUMN/WINTER 2012 COLLECTION



*Eton of Sweden is proud to usher the true gentleman into the fall with grace and panache in its Autumn / Winter Collection 2012. Eton's collections unfold month by month, beautifully telling the story of the season in rich color on the backs of stylish gentlemen worldwide. In July, celebrate the warm rays from the summer sun in vivid shades of blue, yellow, pink and purple, balanced out with tones of red and brown. August brings with it darker shades of purple, blue, black and grey, and welcomes the lovely and elegant autumn season with fanciful pops of pink and turquoise-green. Finally, Eton brightens up September's waning days with vibrant red nuances combined with navy and white. As Eton's evolving color palette beautifully marks the passage of time, its impeccable tailoring, razor-precise detailing and signature finishing process remain as true and steady as the day the first Eton shirt was made.*

ETON

### Collection Highlights:

- **Red Ribbon** – The classic Eton dress shirt, perfect in the office or on the town. Fabric evolves over the season from light and comfortable poplin to soft and luxurious twill. Patterns range from checks and stripes to floral prints, “flying hearts” and those that defy description, each introduced in its perfectly seasonal color palette. Sophisticated details on inside yoke, front placket piping, and creative buttons and button threads to be found on selected shirts throughout the season. Elegant, new buttons adorn our shirts with a more balanced edge to withstand the rigors of daily wear. All fabrics are woven in Italy and France.
- **Green Ribbon** – Eton’s less formal but equally stylish alternative to the dress shirt. Key colors are navy, grey & black. A new horn button is featured on selected styles, an all new button-under-collar, and a new and exclusive thin twill with a luxurious feel have all been developed for this season’s collection. Colors, stripes, checks and new prints provide casual sophistication, while new experiments with jacquard, twill, oxfords, denims and flannels add vast dimensions. A late season addition is an all-new patchwork quality, crafted with double beam weaving technology is not to be missed.
- **Black Ribbon** – For times when the distinguished gentleman needs to look his very best, Eton includes a small delivery of formal shirts. A new plissé front with an underlying grey “denim style” fabric brings the classic sophisticated dress shirt to new heights.
- **Accessories** – This cufflink collection includes new designs with joyful elegance – all crafted exclusively in the UK for Eton. Inspiration is drawn from the animal kingdom & Victorian inventions. The ties and bowties are made and woven in Italy and the UK ranging from silk, printed silk, luxurious cashmere and woolen blends making this season’s collection larger than ever. Ties made from Eton’s superfine shirt quality, providing an innovative yet distinguished look, make another unique addition to this collection. Lastly, the pocket squares reveal a wide assortment of the prints found in the shirts, ties and bowties, promising a coordinated and sharp look.

For further information, please contact:  
Melissa Magnusson, Marketing Manager  
t: +46 33 20 46 25 e: [melissa.magnusson@etonshirts.com](mailto:melissa.magnusson@etonshirts.com)

For images visit our ftp server.  
Server: [ftp.etonshirts.com](ftp://ftp.etonshirts.com)  
Login: etonpress  
Password: press  
Folder: AW2012

