

## PRESS RELEASE

### AMERICAN RETRO AUTUMN / WINTER 2009

**American Retro's** Autumn / Winter '09 collection is a celebration of rock inspiration, bold colour combinations, revisited retro style from the 1990s and masculine shapes. The colour pallet consists of dramatic black and lipstick red that is complimented with tones of grey, bottled green and vivid saffron yellow. Graphic checked wool and fur accents add warmth, while zebra prints and crocodile jacquards add an edge.

The collection, which undoubtedly channels an edgy rock style, is influenced by masculine suiting, laid back shapes, Tokyo style layering and sexy fitted dressing. New forms added to this season include the boyfriend pant in a heavy corduroy, metal embellished jackets, leather shift dresses and lace accented blouses.



### AMERICAN RETRO - THE BRAND

**American Retro** was launched in Paris in 2002 by brothers **David and Gregory Pariente**, who learnt the fashion business through their father, **Gérard Pariente**, the founder of the iconic French brand **Naf Naf**.

The motivation behind the brand is to uncover and invent new ways to enhance personal style. The design office, directed by **Laure Pariente**, has grown season after season and has successfully defined the identity of **American Retro**.

The design team focuses their work on finding essential ingredients to personalise the collection with the sentiments of hand made work and fabric quality. Intricate embroidery, crochet knits, retro inspired prints, and specialty cashmeres have become recurring characteristics of the brand.

## AMERICAN RETRO

[www.americanretro.fr](http://www.americanretro.fr)

[www.brandapart.co.uk](http://www.brandapart.co.uk)

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