

americanretro

INTELLIGENT

## SPRING SUMMER 2011

The Spring Summer 2011 collection takes you on a road trip exploring freedom and different lifestyles of the Wild West in the spirit of pioneers and outlaws.

Sunsets in Utah, native Indian jewelry, washed out flower prints, lingerie, patched up workwear, gold miner's underwear, faded bandanas, Easy rider and tourist tees were the main inspiration for this season's collection.

Unexpected material mixes of canvas and knit, chambray and linen or lasercut and lace were used for jackets, tops and dresses.

Base qualities of washed cottons, flu silk, structured materials with a burlap look, bouclé, crochet and next generation polyester give you the opportunity to create the total look American Retro is known for.

Decorations with buttons or zips, hand braided or knotted details, twisted drapings and treated leather were used for jackets and dresses.

Costumized pieces based on prison wear, handcut and reworked men's shirts, patched up jerseys and crafted tees reflect the free spirit this collection was created in.

The shapes reach from uniform and biking jackets, classic blazers, bell bottom pants, overalls, highwaisted shorts and skirts and maxi length skirts and dresses over to prom smokings and 50's and 60's inspired evening dresses.

The knitwear collection for this season is a mix of ornamental or chiné yarns, mesh structures, openwork details, graphic and metallic computer knits and cashmere like cotton which were used not just for cardigans and sweaters but also for summery pieces like shorts, tank tops and dresses.

The colour range consists of earthy tones such as Camel, Stone Grey, Sand and a fresh Khaki in combination with Ink Blue, Chambray Blue, Vivid Purple, Indian Turquoise, Jade and Peach to soft neutral colours like Linen, Powder and Skin.

The exclusive developed prints are inspired by classic American flower prints in Purple, Ink, Khaki and Jade, even the Star-Spangled Banner finds its way into a graphic patchwork print.

**The overall look for this summer collection is eclectic, straightforward and rebellious, reflecting American Retro's free spirit and style.**



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