

Coast launch new summer season collection

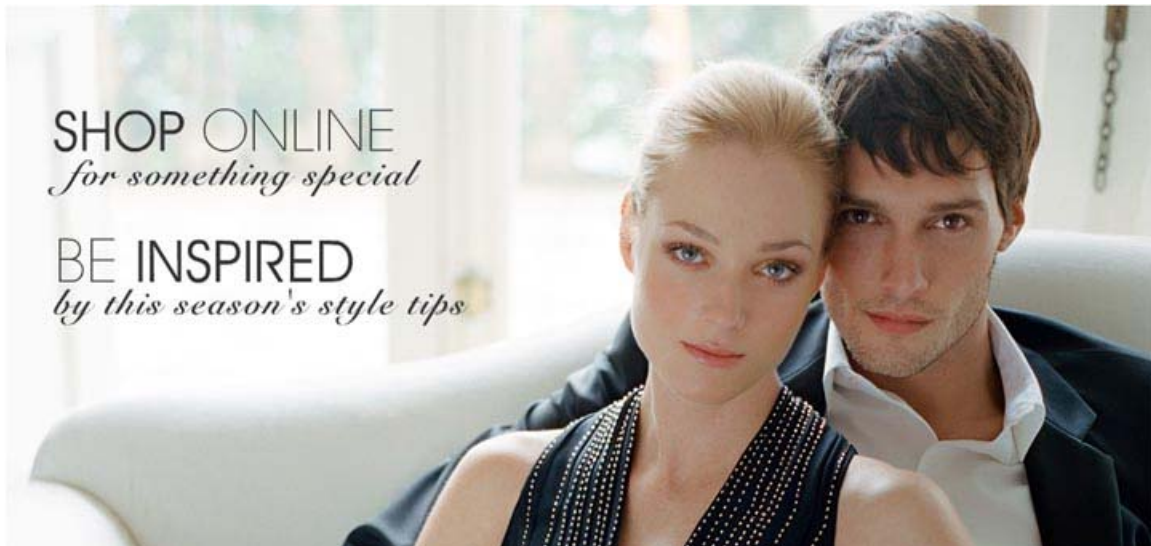
coast

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Press Release Summary: Coast causing a stir with their latest summer dressing occasion wear collection



Press Release Body: With summer nearly here, so with it brings a wealth of events such as weddings, race days and garden parties, each one needing that iconic outfit. This season, **Coast** occasion wear is causing a stir with their latest collection at even the most exclusive of gatherings, showing gorgeous fabrics, intricate detailing and unique and breathtaking new designs.

Coast is in bloom this summer with styles brimming with colour and bedecked in floral motifs. A hot raspberry pink prom dress with a voluminous full skirt lends a playful air to any summer wedding. The latest collection also

harbours crisp separates decorated with brush print roses, blouses adorned with petals and graphic tropical prints in acid colours. A bold bandeau style in red, with delicate layers of organza adorned by an oversized bloom worn to the races, is sure to be a winning favourite, and **Coast's** many fascinators are sure to make any look the centre of attention at ladies day.

As balmy summer evening events approach with the lure of May balls and al fresco dining, **Coast** has sought to invoke the inner goddess in a woman with the layered chiffons of a Grecian [maxi dress](#). The floaty gowns extend to styles in corals and kingfisher blue, and printed satin brights, the fluid silhouette sure to intensify the heat of a summer evening.

This season, **Coast** also introduces a sophisticated story of swingy hemlines, delicate layers of feather light fragile sheers for the summer. A nod to the flapper's seduction of the 1920's, perfect for an evening garden drinks reception. Languid dropped waists, delicate silver leaf beading, all create a vintage elegance, and the hues that would bathe early evening revellers, inspire the colour palette, a mix of warm blondes against cooler shades of greens, greys and icy blues.

The traditional [little black dress](#) remains an essential for a refined yet alluring look. For the cocktail hour, **Coast** has created a subtly sexy sleeveless [cocktail dress](#) in lightweight chiffon, which clings to curves. Rows of delicate beading skim over the body, creating a deep v, then meeting to accentuate the waist. The wardrobe essential is explored with ruffle dresses, neat shifts, and even sweet little shirtdresses in embroidery anglaise.

This season **Coast** has also introduced their first shoe collection. From strappy sandals to girly ballet pumps, fabrics include metallic kid leathers, and an array of satin [shoes](#), finished with diamante trims, flower corsages and bow detailing. Colours echo the femininity of their collection in blush pinks, chocolate browns, creams and metallics. Coast's ability to offer top to toe dressing also extends to exquisite jewellery and embellished clutch bags.

For every aspect of summer dressing, **Coast** the occasion wear specialists has something special, that will ensure a head turning entrance and an unforgettable experience.

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