

# Principles announce the launch of its latest Nouveau collection

principles  
*Making sense of fashion*

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Industry: [Retail](#)

**Press Release Summary: Principles announce the launch of its new premium range Nouveau collection**



Press Release Body: **Principles** has announced the launch of their latest premium range, the **Nouveau collection**. The exclusive new range will be available at key stores across the UK and Ireland, as well as internationally, and online.

The **Nouveau collection from Principles** has a 30's mood translated into bias cut, fluid pieces in crepes and sheers. Slick modern tailored items layer with delicate beaded pieces and feminine pleat and ruffle detailing. Wrap and belt a long line sleeveless jacket over a dramatic flare tux trouser; layer a fine elongated silk wrap knit over a maxi bias cut tailored skirt; or team a beaded flapper style dress with delicate capelet.

The exclusive **Nouveau collection** label works beautifully for every special event and layers perfectly over the main range for a more casual vibe. A vintage inspired lace trimmed camisole, compliments the newly proportioned high waist, dramatic [flare jeans](#), an abstract floral print halter neck with pussy bow detail, in soft grey and chalk, updates your sleek [pencil skirt](#). The metallic print crochet knit adds glamour to a 50's inspired crop trouser. This modern, individual range in soft muted tones, pale grey and pistachio is ideal to update a summer wardrobe.

Also this season **Principles** has a summer wardrobe filled with 70's glamour using cotton, casual floaty [maxi dresses](#) in modern abstract tribal, or exotic floral prints, and 50's inspired separates mix, clean crop denims with linen cape knits in strong shades of tomato back with crisp white and chocolate. The addition of dramatic metallic jewellery adds a modern ethnic feel.

A grown up safari tailored look, updates a working wardrobe this summer. A belted pocket jacket with abstract floral full skirt creates a feminine cinched waist silhouette. A preppy white shirt smartens this neckline. Tan leather accessories create a polished finish, with large tortoiseshell shades adding 70's glamour.

Every dress shape is covered in occasion wear, from 50's prom styles with full skirts, to softer empireline styles in ombre or feminine floral prints. Floor sweeping maxi shapes are available in crushed satin. For a more tailored look a tux inspired blazer can be teamed with a flare trouser. Softening this masculine look can be done with a sexy halter top in soft chiffons with delicate pleat detailing.

All styles are also available in **Principles'** hugely popular [petite clothing](#) collection specifically designed for the customer who is 5'5" and under.

Shoulder, sleeve and leg lengths are adjusted; collar and pocket proportions are re-worked; hand-painted prints are re-designed.

Petites specialist style advisors are available in store to help customers find a style to compliment their shape and make them look great and feel fabulous.

**About**

**Principles**

Formed in 1984, the original idea behind **Principles** was to give professional women great style, quality and value. Today **Principles** has 80 high street stores and over 230 concessions in leading department stores. **Principles** mission is to be the best fashion brand for '30-something' women including the renowned Petite collection, which is specially made to fit and flatter women of 5' 3" and under.

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