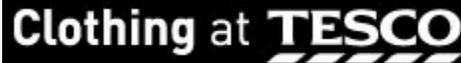


Clothing at Tesco Launch F&F Couture

The logo for 'Clothing at TESCO' is displayed in white text on a black rectangular background. The word 'Clothing' is in a standard sans-serif font, while 'at' is smaller and positioned between 'Clothing' and 'TESCO'. 'TESCO' is in a larger, bold, sans-serif font with a distinctive horizontal line through the middle of the letters.

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Author: [Tesco](#)

Industry: [Retail](#)

F&F Couture is the first foray into high fashion by a supermarket chain, and is set to banish any preconceptions about supermarket fashion. Eye-catching design features, bespoke fabrics and intricate detailing are present in every garment in the collection, which encompasses sixteen items ranging from a sheer printed racer-back vest to a heavily embellished sequin jacket.

Priced between £40 and £140, F&F Couture mixes print, texture and embellishment in a colour palette of zingy acid brights, muted charcoals and regal magenta tones.

Buying Director of Tesco Clothing Jan Marchant commented: "F&F Couture signifies a new era for supermarket fashion. It's a high fashion-led range which will enable us to meet the increased desire for affordable yet high quality clothing, and we're so confident that the range will be a success that work has already begun on the Autumn/Winter range."

The standout piece of the collection is the Textured Pagoda Dress which is sculpted in a flattering hourglass shape. A ruffled collar adds detail to the dress whilst the exposed zip adds a welcome edginess.

Embellished with metallic silver sequins that highlight the muted print, the Pagoda Jacket is a dramatic cover up that will add interest to any outfit. The jacket is paired with the unstructured sequin trim Fisherman Trousers that have a flattering paperbag tie waist and slouchy oversized pockets.

Combining sharp tailoring with a feminine edge, the Stripe Shorts and Waistcoat are adorned with pintucks and origami pleats. A peek-a-boo cutout adds interest to the back of the waistcoat with the wrap-around fastening on the shorts creating a skirt-like appearance.

The Black Cropped Jacket is adorned with thousands of tiny sequins giving it a metallic quality, whilst the over-exaggerated long balloon sleeves add interest by playing on proportion. The Harem Pant in grey silk features a gathered waist and fabric is pulled in with drawstrings around the ankle.

Featuring diaphanous swathes of white fabric that drape from a high ruffled neckline, the Multi Layered Dress (£140) has an ethereal quality whether dressed up or down. The Multi Layered Skirt (£60) in the same fabric is finished with a puffball hem.

The Printed Crop top and maxi Sweep Skirt both come in the same moody charcoal coloured print and are finished with a black sequin trim, giving them a grungy yet feminine feel. The Longline Printed Vest is in sheer fabric and has an exaggerated racer back.

Punchy brights are the key focus for the Acid Print Oversized Dress and Jumpsuit. Garments are finished with ruched detail and gemstones. The Extreme Jacket in light denim sits alongside these.

The full F&F Couture range will launch exclusively online at tesco.com/clothing on the 29th March 2010.

ENDS

About

Tesco:

Tesco plc, a UK-based international grocery and merchandising retailer, is Britain's largest supplier and the world's third largest grocery retailer, by both global sales and domestic market share. Founded as a food specialist in 1929, Tesco has now expanded into diverse areas such as flowers, books, music, [clothes](#), gifts, telecoms and even baby buggies. The company employs over 250,000 people, operates 1,779 stores across Europe and Asia and serves over 15 million customers.

To find out more about the latest styles at Tesco please visit the [Lifestyled blog](#) or follow Clothing at [Tesco on Twitter](#).

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