

Exclusive New Brand Pied A Terre Womenswear Launches At House Of Fraser

HOUSE OF FRASER

Released on: March 23, 2010, 6:38 am

Author: [House of Fraser](#)

Industry: [Retail](#)

House of Fraser sees launch of Pied a Terre's first apparel collection.

Already a highly reputable footwear brand, the womenswear collection is a new edition to the Pied a Terre brand name and follows on from the recently launched homeware collection, also exclusive to House of Fraser.

The new [Pied a Terre womenswear](#) collection features dresses, blouses, skirts, jackets and trousers in an array of colours which all co-ordinate and play to a feminine yet sultry colour palette. This is the perfect day-to-night collection, with pieces ideal for both the working day and evenings out.

[Pied a Terre](#) is all about style; from chic lines to luxurious fabrics, the look is fashionable whilst remaining timeless. The focus is on quality, from the designs and cuts to the use of sumptuous silks, cottons and cashmere. Signature prints and dresses are key to the collection, while embroidery and delicate trims add to the elegance of the range.



The 'Deco Jungle' trend is a fabulous array of geometric prints with a fresh spring colour scheme of yellow, blue and a shade of nude. The collection

lends itself beautifully to daywear and eveningwear, with the 'Deco Jungle' print dress a key must-have item for the season.

The 'Nude Twenties' range follows on from 'Deco Jungle' and focuses on 1920s elegance, flesh-tones and draped silks create an incredibly feminine look that is a strong Spring/Summer 2010 trend. The 'Ocean' collection continues fashion's love affair with aqua, a gorgeous shade that sits beautifully against the rest of the colour palette of emerald green and watery blue. Waterfall overlays and pleats add to the overall fluid look.

Pied a Terre has a range of accessories including handbags and jewellery which complement the apparel collection and are also exclusive to House of Fraser. [Pied a Terre shoes](#) are also available in store and online.

The Pied a Terre womenswear collection launches at houseoffraser.co.uk in March 2010.

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Notes to Editors:

About House of Fraser

House of Fraser is a department store group with 61 enviable locations across the UK and Ireland and a fully transactional website. As one of the best known names on the high street, House of Fraser has presented customers with an unrivalled nationwide department store for more than 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning of an exciting new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space. House of Fraser sell and stock a wide range of women's clothing including evening [dresses](#), jackets and skirts.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)