

# Wallis Announces Louise Redknapp As The Face Of Its Petite Clothing Collection



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Author: [Wallis](#)

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LONDON, April 23, 2012, 6:29 am -- [/EPR NETWORK/](#) -- Wallis has announced that Louise Redknapp, singer, TV presenter and wife of footballer Jamie Redknapp, will be the face of its petite clothing collection. The collection features a range of garments specifically designed for women with a smaller frame.

As a confident, petite woman, Redknapp understands the importance of dressing for one's shape and is therefore an ideal ambassador for Wallis' [petite clothing](#) collection. As one of the UK's most relatable and friendly media personalities, Redknapp has organically become a style icon for British women. By modelling Wallis' collection on her petite frame, Redknapp proves that being petite doesn't have to mean sacrificing style.

As spokesperson, Redknapp modelled several garments from the collection, including lemon jeans, [petite dresses](#) and rose printed trousers.

On the shoot set Louise Redknapp said: "When you are petite proportions are so important, whether it's your jeans or a tailored jacket it's essential that the fit is good as it makes all the difference."

Despite usually being considered off-limits for petite women, the maxi dress is also featured in the collection, and it's altered to flatter the petite frame. These floor-length dresses reflect the recent monochrome trend that's set to take off in Spring and Summer 2012. Eveningwear options in the collection include a stylish black jumpsuit and a black body con dress with lace detailing. The collection also features a range of [petite tops](#), including striped [petite knitwear](#) pieces.

The Wallis Design team have created unique pieces for the collection, as well as adapting key styles from Wallis' core collection into petite silhouettes. The collection is designed for women of 5 foot 3" and under, and is available in sizes 8-18. The proportions of each garment are altered to flatter the petite figure, while also enhancing seasonal trends. Specifically, leg lengths in the petite collection are shorted to 29 inches and sleeve lengths are reduced by 1 inch.

The collection, as well as accessories to pair with it, is available in all Wallis stores and online at [wallis.co.uk](http://wallis.co.uk)

### **AboutWallis:**

Wallis is as an aspirational, premium high street brand. The brand has a strong British heritage - first store opened in Islington 1932.

At the heart of Wallis is an understating of real women. It believes in women as individuals not stereotypes and it wants women to look and feel the best they can. This is reflected in the brand's design philosophy. Wallis design clothes that allow real women to look great - clothes that combine the fabric and cut with their natural curves.

Wallis dresses today's woman with distinctively designed clothes for a modern contemporary look that makes her feel confident and special, whatever the occasion. Interpreting trends for the fashion conscious 35+ woman and offering clothes that reflect the spirit of women today, including [petite jeans](#) and other petite garments.

Quality of fit and fabric is paramount as it's the brands aim to provide a welcoming and enjoyable shopping experience.

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PR Contact:  
Victoria Chappell  
Press Officer  
Arcadia Group Ltd  
70 Berners Street  
London  
W1T 3NL  
02072912392  
[www.wallis.co.uk](http://www.wallis.co.uk)

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