

# Topshop Launches Its New Spring Summer Collections



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Topshop, the award winning clothing retailer, has announced the launch of its new Spring/Summer collections, combining casual, sassy streetwear, festival trends and sleek military inspired sportswear.

For Spring/Summer 2010 Topshop has embraced four distinct styling trends with its new Parisienne, Meadow, Downtown and Saloon collections.

The Parisienne collection offers flirty, feminine and fun styles featuring stripes, polka dots and pearls combined with flouncy dresses, boucle jackets, embroidered tees and accessories. Blouses, prim tailoring and casual tees also feature in this collection, with spotty tights and oversized bows adding a playful touch.

The Meadow collection invites customers to take a trip to the English countryside with billowing chiffon, bleached denim [women's jeans](#) and delicate florals that conjure up the impression of a summer's day. Toughened-up with studded waistcoats, lace-up boots and leather accessories, lace, crochet and intricate embroidery in the collection are given a harder edge for spring.

Mixing experimental fabrics, futuristic shapes and sporty detailing, the Downtown collection has a luxurious, yet pared down aesthetic, with a laid-back, urban edge and slinky harems with hidden zips, bodycon pieces in graphic prints and leggings with power mesh inserts.

From [women's blazers](#) to luxe joggers, these sporty, versatile separates offer a bold, bright edge with futuristic prints and fluoro accessories.

Saloon, the final collection in Topshop's Spring/Summer 2010 range, features a series of cancan ruffles, saloon inspired frills, broderie anglaise and delicate cutwork. When teamed with indigo denim, beaten-up leather and casual canvas, the dusty coloured tulles and sun-faded prints reflect the warm, heady nights of the Wild West. The pretty patchwork and faded Americana prints prevalent in the collection are embellished with accessories boasting fringing and tassels.

A video highlighting the [Spring/Summer 2010 Topshop](#) collections can be found on the Topshop website.

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#### **About**

#### **Topshop:**

Topshop was established in 1964 and is part of Arcadia Group Ltd. Sir Philip Green became owner of Arcadia Group Ltd in 2002.

Topshop is continually recognised as being an authority on women's fashion, having won several awards for design reputation and new services. Topshop offers a full range of womens fashion, from [dresses](#) and jeans to blouses, accessories, [shoe boots](#) and other footwear, both formal and casual.

Topshop was the first fashion retailer to show on schedule at London Fashion Week in September 2005 and continues to grow its reputation for supporting exciting new talent at London Fashion Week.

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