Topshop Announces Christmas Collections With A Behind The Scenes Video

TOPSHOP

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Topshop has revealed its new collections for Christmas 2010; Snow Queen, New Puritan, Demi Couture and Abigail's Party, all available online and in store. The clothing retailer has also released a behind the scenes video highlighting the individual style of each collection.

Snow Queen is inspired by the textures of the natural world and drifts through the snow-covered landscape in billowing chiffon, toughened up with feathers and fur. Sheer mesh tops and dresses are scattered with crystals, whilst fine silver lace knits are reminiscent of suits of armour. Studs and spikes are replaced with chains and chainmail, whilst fur, feather and fluffy marabou trims decorate tops and dresses. Dresses are long and frothy, or cut short at the front with a dramatic train at the back. The Snow Queen girl makes a dramatic statement in a look straight out of the pages of a fairytale.

Evoking the new minimalism that is taking hold of wardrobes, the New Puritan collection draws inspiration from a medieval, puritanical era. The spray-on body con, studs and spikes of previous trends are replaced, with a focus on a new clean, straight-cut silhouette and a mood of softened austerity. Razor sharp tailoring is key and includes tuxedo suits, waistcoats and lean cigarette pants. Capes are also important, and have an almost Vatican-inspired appeal. Alongside tailoring, evening shifts and tunics also feature in leather and velvet. The New Puritan girl makes a statement of simplicity.

The third collection in Topshop's Christmas offering, Demi Couture offers up mini dresses in candy colours, inspired by '60s party dressing. Baby doll dresses are worn with fur or marabou tippets, whilst shell tops are teamed with matching flared trousers and pussy bow blouses come in jewel colours. The silhouette is neat and tidy, often with a flick hem, but the fabrics are richly textured, and include boucles, tweeds, heavy guipure lace, appliqué and Lesage embroidery techniques. Jewels and embellishments add further interest. Colours include butterscotch, peppermint and nectarine.

Abigail's Party features evening dressing taking inspiration from the 1970s, bringing freshness to the maxi dress trend. Floor-sweeping gowns come in bold graphic prints, slit to the thigh, with billowing cape sleeves and deep plunging necklines for maximum impact. Pleated chiffon adds whimsy to jumpsuits and dresses, whilst the new wide-leg palazzo trouser shape of the summer is given new life in luxe fabrics like crepe jersey or silk chiffon. Everyday pieces are worked through this trend for wearability, including camel separates, denim and corduroy. Fur adds texture and is coloured, tipped, patched and in unusual colour combinations. Waists are high and lengths are long, accessorised with flashes of gold and the highest of platform sandals.

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 on clothing such as jeans, dresses, scarves, knitwear and shoes.

Topshop has won several awards for design reputation and new services, and has a wide range of clothing from women's jeans and jackets to maternity wear, make-up and gifts.

Topshop was the first fashion retailer to show on schedule at London Fashion Week in September 2005 when it presented its own acclaimed in-house design collection Unique (created in 2001). Subsequent partnerships with international boutiques as far flung as Tokyo and LA followed and Topshop continues to grow its reputation for supporting exciting new talent.

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