

asos.com Unveils its New Summer Luxe Collection

By ASOS.com

Dated: May 25, 2008

This year's summer Luxe collection, inspired by Cleopatra and the Art Deco movement, includes a dress for every summer occasion

London: asos.com unveils its new summer Luxe collection, which, this year is inspired by Cleopatra and the Art Deco movement evoking an exotic mood.

Sumptuous quilted decoration and embellishments are textured and patch-worked together creating a fresh new look for the evening dress collection at asos.com.

The collection comprises of 8 dresses in a beautiful array of silk satins and silk chiffons. Silhouettes remain true to form with floating empire dress shapes through to sexy low back shift shapes.

“The Luxe by asos.com collection is ultra glamorous and, with that added attention to detail, always gets a fantastic reaction from our shoppers,” states Moriamo Oshodi, asos.com Womenswear Head of Buying.

A block colour bandeau dress with scattered stud detailing appears in zesty shades, whilst a delicate sheer butterfly cut dress in aqua and purple is equally feminine and whimsical. The little black dress option appears in layered silk chiffon with gold embroidered neckline, enabling a dress for every summer occasion.

Price range: £65 - £110

<http://www.asos.com/Luxelpwlp020508/Cat/pgehtml.aspx?cid=4866>

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