

Spring - Summer 2009 Trends from The Savile Row Company

By The Savile Row Company

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Watch our Spring Collection video at <http://www.youtube.com/watch?v=vQvlfThcu5Y>

1. COLOUR

The most important statement for the season, as the palette comes alive with a full range of blues, a bold, fresh group of accent colours, and a counterbalancing group of neutrals. These stronger levels of colour are used with confidence and not just as accents.

The strong palette is given more emphasis by a range of simple, bold, single colour and white stripes and checks.

2. CLASSIC CITY FORMALS

The Bengal reigns! Classic city is defined by simple, bold stripes and gingham, in a full spectrum of colours. Fresh and sharp with a crisp white ground or strong colour ground with white stripes, a simple, strong statement.

Generally, the collection does focus on the cleaner, simple single colour designs and offers a wider range of colours for each design. Styling is kept ultra classic, and features the statement white collar and cuff shirt.

3. MODERN SLIM CITY

Using the same palette, a slimmer fit and a slightly younger, more modern attitude to pattern and styling, we have a range of the same simple classic shirts but with a more fashionable point of view.

Slimmer body fit is matched with a slimmer tie and some more pointed collars. Both the strong colours and the neutrals are important for this story, but the main focus is colour.

4. SUMMER WEEKEND

The boldness and simplicity of colour and pattern are perfect for a strong story of designs intended for casual weekend wear. Bold stripes, large gingham and Madras inspired checks and plaids in all the colours for a fresh, sharp statement look that captures the colour and lifestyle of the Mediterranean.

A more relaxed style, and with a strong button down statement, this style translates easily into jersey stripes - simple and clean.

Get all these looks! Visit <http://www.savilerowco.com/> for some great summer deals!

The Savile Row Company offers expertly tailored products for Men and Women. Discover a wide range of formal shirts, blouses, business suits and ties as well casual wear spanning jackets, trousers, weekend shirts, knitwear, polos and sleepwear.

Join our Facebook group for more collection updates. <http://>

www.facebook.com/group.php?gid=81834636973

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The Savile Row Company is based in the heart of Savile Row and has been making finely tailored shirts since 1938. A family company of medium size, Savile Row now designs and produces an extensive range of clothing and accessories for Men and Women - all crafted to the highest standard of quality and workmanship. The Savile Row Company brand is sold in over 30 countries worldwide.

We, at Savile Row, are honoured to bring you luxury clothes at affordable prices.

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