

## **Matthew Williamson Reveals The Inspiration Behind Spring Summer 2010 Collection**

*Matthew Williamson Spring 2010 draws inspiration from the DNA of his signature style.*

**July 6, 2009** - [PRLog](#) -- Matthew Williamson Spring 2010 draws inspiration from the DNA of his signature style. Fresh colour combinations, dynamic prints, and modern silhouettes are drawn together to create an essential wardrobe that will take the Matthew Williamson woman from her contemporary urban lifestyle through to her exotic hedonistic glamour destination.

Optimistic colours run from a palette of intense Cerise and Burnt Orange contrasted with cooler Turquoise and Cobalt Blue, muted down with tones of Dove, Silver and Stone.

Silhouettes focus on soft drape and volume created by pleated necklines and shoulders, contrasted with a focus on the waistline accentuated by uniform tucks. Rolled seams and hems create more softness with paper-bag waistbands and oversized bows. Princess lines are gently curved creating soft tulip forms in Matthew Williamson skirts and designer day dresses, with fine gather detail in tailored fashion cocktail dresses through to chiffon gowns.

Emergence of new prints include a photographic 'Oversized Fan' in the finest gathered chiffon, 'Powder Ombre' – a soft kaleidoscope of colour on satin for directional day to evening pieces - and the graphic 'Wing print' on embellished silk jersey and lining, in butter-soft Nappa biker jackets and metallic utility outerwear.

Beading is strong with futuristic disks embellishment with graphic lines, liquid sequins of shiny dripping into matt, and silk covered sequins producing rich florals, while Azores beaded shift is an investment piece treasure for any modern girls wardrobe...

Cruise is key, with a capsule of Ombre slouchy knits, chambray cotton, and a range of Matthew Williamson t-shirts to work with sassy printed swimwear. The Kaftan returns with a fresh edge of metal studded trim on Azores lace printed silk, flowing gowns in blocks of coral and turquoise are embellished and rich with printed, beaded plaits.

About Matthew Williamson fashion designer

The luxury fashion house now produces 4 women's wear collections annually and currently has a customer portfolio which includes 170 prestigious wholesale accounts around the world and also has an award-winning flagship store on Bruton Street, London. Matthew Williamson opened its first US flagship store located at 413, West 14th Street, New York in February 2009, accompanied by a further stand alone retail store in the Dubai Mall, Dubai, in April 2009.

Buy Matthew Williamson Clothes

More information available at:

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The luxury fashion house, Matthew Williamson, was founded in February 1997 by designer, Matthew Williamson and CEO, Joseph Velosa.

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Zip N/A  
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