

## UNIQLO Announces Summer 2010 Collection

*High summer sees the launch of new sub-brands and functional technical innerwear collections.*

**April 8, 2010 - [PRLog](#)** -- In denim spinning, vintage treatment and cotton-blending Japan is recognised as the indisputable world leader. In early Spring, UNIQLO introduced UJ; the ultimate jeans brand, making Japanese premium jeans available to everyone. Offering a vast variety of fits, washes and detailing, UJ created a jeans collection using the finest denim available.

Starting from April, UNIQLO will release new UJ (<http://www.uniqlo.co.uk/catalogue/women/uj-jeans>) items each month, reflecting the latest in fashion trends with unique twists and designs. Including Dungarees, Denim Dresses, Peg-Top Cropped Jeans, skinny jeans, Boyfriend Shorts and Slouch Tapered Jeans for women, and Skinny Fit Biker, Skinny Fit Zip and Slim Fit Straight Check Jeans (<http://www.uniqlo.co.uk/catalogue/women/uj-jeans>) for men. All priced at £29.99.

### **DRESSES – over 50 styles**

Featuring a designer collaboration with New York designers Costello Tagliapietra, the UNIQLO SS10 dress collection is a dynamic and on-trend range, including ditsy prints, denim, draped jersey, tiered maxi dresses and cotton shifts. Over 50 different variations of dresses (<http://www.uniqlo.co.uk/catalogue/women/dresses>) will be available throughout the season. Priced from £12.99 to £24.99.

### **BRATOP – hidden support**

This versatile summer favourite is both a top and a bra. Super comfortable to wear, offering maximum support, much in the same way a fully functional bra does, this item not only allows the wearer to be free of straps and back fastenings in the summer months, but it also ensures an enhanced bust line, whilst maintaining a strap-free silhouette.

New for 2010, UNIQLO introduce the BraTop in an incredible 25 different styles and designs and over 40 unique colours, including for the first time dresses, baby-doll jersey tops and sporty racer backs, prices range from £6.99 to £9.99.

### **SARAFINE (women's) and SILKY DRY (men's) - technical summer innerwear**

UNIQLO keeps you warm in the winter with Heattech and cool in the Summer with Sarafine for women and Silky Dry for men. Co-developed by the same team as Heattech, leading fiber developers Asahi Kasei and Toray, this evolutionary temperature controlling functional innerwear is not only breathable and super lightweight, but it has also been designed to wick sweat away from the skin and keep the wearer cool in the humid Summer months. Available in seven styles and 16 colours for women and 12 styles and 16 colours for men from May onwards, priced from £6.99 to £9.99.

All items, unless otherwise specified, will be available in-store and online at [www.uniqlo.com](http://www.uniqlo.com).

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About UNIQLO:

Founded in Japan in 1984, UNIQLO is a fashion outlet, specialising in affordable casual clothing. Characterised by bright colours and an unwavering dedication to quality, UNIQLO controls the entire manufacturing process from concept, to production to marketing.

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