

McGREGOR®

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McGregor Menswear Fall/Winter 2008 collection

Boston days: a journey through New England

McGregor Fall/Winter 2008: where preppy chic meets sports.

Boston, New England, is the main source of inspiration for the McGregor Fall/Winter 2008 collection. The brand heritage is expressed in a sophisticated style through various looks like Campus Sport, Library and Boston City. Luxurious fabrics and unique details and accessories complete the collection.

Sportswear

The sportswear collection is made up of three themes. **Campus Sport** combines a rugged rugby look with rowing influences. Navy, bordeaux and bottle green accentuate the feel of this theme. Key items within this look are the rugged block-stripe rugby shirt, the hooded college sweaters and the all-time favourite polo shirt. The **Boston City** theme is a city sports look offering a mixture of sport, comfort and class. The colours are black, grey and off-white with cherry-red accents. McGregor's classics, like the perfect V-neck sweaters in merino wool, 50s cardigans and Oxford shirts, are worn with dark unwashed denim. The **Alaska** theme is centred around more high-tech fabrics and fresh colours. The focus is on the McGregor red, white and blue. Must-haves are the multifunctional bright red anoraks, sporty bodywarmers, rugged fisherman's rib sweaters and army pants in washed canvas.

Casual

The central themes in the casual collection are Library and City Lanes. With **Library** the homeliness of New England is combined with a rugged outdoor feel. Warm autumnal colours like chocolate brown and camel are teamed with fresh blue tones. Woollen cardigans, caban coats, leather jackets and hunting jackets add to the easygoing feel. **City Lanes** is an urban look. Favourites in this theme include the fitted bodywarmer and the body-hugging biker jacket, while the parka also makes a comeback. Purple and lilac are the striking accent colours through this line.

Distinction

This winter, the Distinction collection is built around two looks. **Fame** is inspired by sexy famous musicians, going out, dancing and having fun, with beautifully cut suits made of luxurious wool and sophisticated mohair, quilted blazers, cashmere cable knits and chic thin ties in soft tones. All super stylish! **Equestrian Manor** is the perfect expression of classic, unshakeable good taste. This New England style, inspired by hunting and riding, is all about luxury and class. Natural tones, white and navy are combined with striking accent colours like sky blue, pea green and vivid dark red. Jackets with leather details, soft and luxurious cashmere pullovers, chic warm sheepskin and pinstripe suits are the standout features of this collection.

In addition to the Menswear collection, the McGregor international lifestyle brand also offers McGregor Womenswear and McGregor Junior. McGregor Footwear, McGregor Eyewear and a recently launched Bed & Bath line complete the collections.

Not for publication: for visual material and loans of the collection, contact Tessa Bruijns at Spice PR, Prinsengracht 548a, 1017 KK Amsterdam, phone +31 (0)20 489 10 31, fax +31 (0)20 489 74 99 or e-mail tessa@spicepr.nl.