

McGREGOR®

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McGregor Womenswear 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 McGregor heritage is expressed through various looks like Campus College, City Lanes and Boston Library. Boston represents a new mix of nostalgia and American culture, and is the ultimate inspiration for this Fall/Winter collection.

Sportswear

Alaska and Campus Sport are the two themes within the McGregor sportswear collection. In the **Alaska** theme, technology is a top priority, with winter warmth and body-hugging tailoring. The typical red, white and blue McGregor colours make up the first colour palette, while the second colour palette is grey, black, ecru and orange. The most eye-catching pieces here are the warm quilted jackets with detailing, sturdy duffle coats, skinny jeans with ski details and lovely warm fleece cardigans.

Campus Sport is all about rowing. It's a mix of preppy style and tough femininity, expressed through preppy polo shirts, dark jeans, corduroy blazers and the checked pleated skirt. New this winter are the knitted tunic dress with argyle pattern, the rugged canvas pants with leather details, and the blouse with tie design. The colours in this theme are navy, sand, brown and blended grey, with accent colours of bottle green, purple and pink.

Casual

The McGregor casual collection centres around City Lanes and Library. **City Lanes** is inspired by urban living in Boston and offers the perfect mix of sixties influences and modern American culture. Close-cut flannel blazers teamed with rugged jeans reveal a stylish urban line. The washes, wrap styles and use of colour make this style both sporty and casual. The key colours are black and shades of grey, with purple the accent colour. Key pieces are the slightly flared Marlene Dietrich trousers and sixties-inspired A-line skirts.

In **Library** the homely atmosphere of New England is combined with an urban outdoor feel. Sturdy checks in soft fabrics, and beautiful leather and suede, are brought together in a feminine, slim silhouette. The key items are the long warm cardigans and shawls worn over the shoulder, teamed with a leather belt. The new riding trousers are worn with sturdy boots. Warm autumnal colours are mostly used tonally – such as brown with dark brown, beige with off-white and taupe with ecru. Accent colours of petrol and light blue give the collection a fresh touch.

In addition to the Womenswear collection, the McGregor international lifestyle brand also offers McGregor Menswear 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.

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