

House Of Fraser Launches Rare Collection By The Saturdays Through Stores And Online

HOUSE OF FRASER

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Girl band The Saturdays have teamed up with the dynamic clothing brand Rare to launch a new collection for women available to buy in House of Fraser stores and online at www.houseoffraser.co.uk. The range will feature two pieces from each band mate, enabling fans to wear clothing designed by their favourite member of The Saturdays.



House of Fraser is a leading UK retailer that offers exclusive collections, designer brands and high street fashion for men, women and children. In addition to contemporary designer brands currently online, the new [women's clothing](#) range will appeal to young, fashion conscious women that like to keep up-to-date with the latest trends.

The Saturdays are known for their über glam pop princess look and [The Saturdays Rare collection](#) will explore biker chic and the days of the Hells Angels, featuring studs and rivet detailing as well as continuing with strong themes from the 80s.

The Saturdays, added: "We absolutely love fashion and having the chance to design our own collection is brilliant. Our relationship with Rare started with Mollie's yellow dress in our If This Is Love video, so it's great that we now get to have our very own range."

The new Rare by The Saturdays collection is available through House of Fraser stores as well as online through the [House of Fraser](#) website.

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About House of Fraser:

House of Fraser is a department store group with 62 enviable locations across the UK and Ireland. As one of the best known names on the high street, House of Fraser has presented customers with an unrivalled nationwide department store for 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning of an exciting new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space.

Famous for its exclusive designer brands for men and women's clothing as well as renowned household and kitchenware names, such as Joseph Joseph, House of Fraser offers luxurious items at affordable prices.

As a retailer House of Fraser is committed to ensuring that it continuously looks at ways of improving working standards and the effect it has on the environment

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