

House Of Fraser Presents Exclusive Kenneth Cole Collection

HOUSE OF FRASER

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House of Fraser is exclusively introducing Kenneth Cole New York for Autumn/Winter 09 as it makes its UK debut. Established stateside as a fashion power house that has redefined Manhattan style, the exciting new womenswear lifestyle collection offers modern tailoring, smart outerwear and refined casual wear.



KENNETH COLE

A fashion legend stateside, Kenneth Cole is crossing the Atlantic exclusively for House of Fraser.

With clean functional lines and quality construction, the Kenneth Cole collection is full of inspiration. From contemporary suits and tailored shirts to a stylish selection of accessories, Kenneth Cole is available only at House of Fraser.

Since its launch in 1983, [Kenneth Cole](#) has stuck firm to its belief in providing innovative urban fashion. The label encapsulates city living with a keen focus on contemporary style. Set against a dark colour palette of black and grey, slick suiting anchors the range with architectural shapes, technical fabrics and clean silhouettes that give the range a real point of difference.

Heralding a new style of urban dress, the humble work shirt is updated in white poplin and re-designed with an elegant frill-fronted trim. Versatile [Kenneth Cole dresses](#) in shades of cherry red or black are worn with cropped leather jackets with a military twist; taking the look from day to evening. Animal printed chiffons provide a nod to 80s power dressing

reflecting one of the season's hottest trends.

Attention to detail is a strong focus with a range of casual separates for relaxed dressing that balance the dual work to weekend wardrobe. The range of knitwear in fine gauge merino wools with button and pleated trims add a cosy yet sophisticated element to the collection. These separates work well with the chic range of Kenneth Cole handbags and purses, available in utilitarian tones, including black, tan or grey as well as deep jewel shades of amethyst or emerald green. The range offers unrivalled levels of choice and style with new deliveries every month.

With an established celebrity following including the likes of Sharon Stone, Cindy Crawford, America Ferrara (Ugly Betty) and Blake Lively (Gossip Girl), [Kenneth Cole New York](#) is both versatile and stylish. Exclusive to House of Fraser, the range will be available in 20 stores nationwide and online and includes the diffusion line Kenneth Cole Reaction.

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Notes to Editors

About House of Fraser is a department store group with 62 locations across the UK and Ireland and a fully transactional website. As one of the best known names on the high street, House of Fraser has presented customers with a nationwide department store for more than 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning a new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space.

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