

# Topshop Introduces New Jonathan Saunders Collection For 2010

TOPSHOP

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Topshop, the high-street fashion giant, has announced its partnership with the colour and print master Jonathan Saunders is to continue into 2010 with the launch of a new 2010 denim and devore collection, hitting Topshop stores at the end of January.

Geometric shapes and block colours run throughout this five-piece collection. A denim pencil skirt and matching cropped strapless basque are in panelled denim dyed in three different jean colours, ideal to be worn together, but can also be styled to great effect apart. A geometric devore grid design runs down the full length of a black body-conscious full length dress, a sweatshirt and a loose-fitting jersey tee, great for relaxed urban living.

Scottish born print designer Jonathan Saunders graduated from Glasgow School of Art in 1999 with a BA in Printed Textiles, going on to graduate from Central Saint Martin's in 2002 gaining an MA with distinction in Printed Textiles. Jonathan joined the New Gen scheme for three seasons 2004-2005, sponsored by Topshop, which began their working relationship. Following three seasons showing in New York, Saunders has recently returned to London.

One of Saunders' trademarks has been his use of traditional silk screening



techniques, developing the concept of engineering prints around pattern pieces. Whilst print is still integral to his designs, more recently he has focused on the development of an architectural, clean form, perfectly displayed in his devore jersey pieces for Topshop.

Jonathan commented: "My collection for Topshop this season has been inspired by sportswear and workwear, as well as the bold and graphic shapes of the Memphis movement. It's perfect for urban city dwellers".

The new collection is Jonathan's fourth for Topshop and will be available through selected stores: Oxford Circus, London Selfridges, Liverpool, Manchester Arndale, and online at Topshop.com.

-Ends-

Notes to Editors:  
- Price range: £35 to £50

**About**

**Topshop**

Topshop was established in 1964 and is part of Arcadia Group Ltd. Sir Philip Green became owner of Arcadia Group Ltd in 2002.

Topshop is continually recognised as being an authority on [women's fashion](#), having won several awards for design reputation and new services, and has a wide range of [dresses](#), high heels, [maternity clothing](#), women jackets and [jeans](#).

Topshop was the first fashion retailer to show on schedule at London Fashion Week in September 2005 and continues to grow its reputation for supporting exciting new talent.

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