House of Fraser Introduces Karen Millen Online

HOUSE OF FRASER

Released on: April 07, 2010, 10:05 pm

Author: **House of Fraser**

Industry: Retail

House of Fraser has introduced the new 2010 spring/summer collection from Karen Millen to its online store.



The collection heralds in a new, relaxed mood with elegant, draped pieces tailor-made for the season's artful layering. Fluid fabrics, easy cuts and feminine details are combined with a cool palette of calm neutrals. The lighter theme continues with pretty lingerie detailing while slick sporty pieces add a modern, urban twist. Hot tropical colours and dazzling prints bring vibrancy to the mix. Customers can

now purchase their favourite fashion pieces from Karen Millen, online at House of Fraser.

The <u>Karen Millen</u> collection at houseoffraser.co.uk incorporates the latest trends for fashion conscious women. Collections range from edgy black and white monochrome prints to vibrant tropical shades for the coming summer months.

Underwear becomes outerwear as lingerie and corsetry details appear in elegant tops and dresses within the Karen Millen collection. A sculpted black jumpsuit and form-fitting dresses are cut with corsetry details and peek-a-boo chiffon panels. Vintage slips inspire a nude silk halter-top trimmed with delicate lace. Beautiful French lace is cut into a delicate jacket to dress up or down, or into feminine dresses with seductive drape details.

The Karen Millen collection also provides some of the season's most graphic combinations. The collection is predominately black and white featuring sharply-cut body con dresses with origami fold neckline in strong monochromatic stripes. A tailored gingham dress has a softly voluminous skirt while crisp white shirts are cut with drape and ruche details. A black and white oversized clutch or white leather bags with tassels or fringe continue the monochrome theme.

The new collection also features garments sporting vibrant cobalt blue, coral and sunshine yellow, adding pops of bold, uplifting colour. Abstract digital prints from Karen Millen give summer dresses a cool, futuristic feel while a taffeta trench in dazzling chartreuse is spring's ultimate eye-catching cover-up.

The new accessories range from Karen Millen include the gladiator which has received an update with studding, metallic finishes or sparkling crystal embellishment, while Karen Millen handbags continue the soft and slouchy aesthetic of the main collection with oversized super-soft leather bags in primary brights, cool neutrals or chic leopard prints. Fringing, tassels and circle cut-outs in leather add texture to day bags while bangles embellished with glittering crystals provide the perfect finishing touch.

Karen Millen clothing is available to buy online at House of Fraser.

ENDS

About House of Fraser

House of Fraser is a department store group with 61 enviable 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 an unrivalled nationwide department store for more than 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning 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. House of Fraser also stocks Karen Millen accessories and Karen Millen dresses.

House of Fraser media contact:

Rea Shahroudi
Online Acquisitions Manager
House of Fraser
27 Baker Street
London
W1U 8AH
020 7003 4102
www.houseoffraser.co.uk

~~~~

Press release distributed via EPR Network (<a href="http://express-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-press-release.net/submit-pres