

Luxury Contemporary Knitwear Brand presents its Spring / Summer 2011 collection
CLAN DOUGLAS CASHMERE STUDIO



Clan Douglas Cashmere Studio is proud to present its new collection, available for Spring / Summer 2011. The new collection is hot on the trail of the brand's beautiful introductory line which launched in September 2010 and re-established Hawick, the original and celebrated home of cashmere, as a leader in the luxury knitwear market. Clan Douglas Cashmere Studio, a division of Hawick Knitwear Ltd, combines nearly 140 years of knitwear tradition and heritage with modern textures and fashionable designs; allowing the brand to boast style as well as deluxe comfort.

Clan Douglas Cashmere Studio uses the finest cashmere, cashmere blends and luxury yarns to ensure the production of elegant colour details and consistent superior quality. The newest collection not only plays on the high quality and luxurious texture of these components, but also plays with style and design suitable for the season. With light waterfall cardigans, sweeping bolero-shawls, pretty short dresses and frilly French knickers, the new collection offers a variety of beautiful, light weight options for your Spring / Summer wardrobe.

Clan Douglas Cashmere Studio is proud to claim its heritage, design and production as exclusively Scottish. Once again, the collection's creator is designer Alex Feechan, an award-winning designer with a 1st class honours degree and an MA from the prestigious Royal College of Art, London. Furthermore, every piece in the collection has been given the name of a Scottish loch.

Brand Manager, Renato Grant, comments: "We are very excited to be presenting our second stunning collection to the global market. Just as with our introductory collection, we are playing on the juxtaposition of modernity and tradition, but have introduced cashmere blends in order to create a lighter handle and a sleeker silhouette. And we're thrilled with the result!"

This season, Clan Douglas Cashmere Studio is exhibiting its Spring / Summer 2011 collection at Pure London in Olympia and at Touch, Neozone, Cloudnine in Milan.



Recommended retail prices start at £130 to £399.

CDCS is available at selected boutiques including; Austique on the King's Road, Bridget Salmassian in Wimbledon Village, Flints in East Sussex, Maggie Blyth in Inverness, Swans in Kent and 12 at Melrose in Melrose from February 2011

Also available at www.cashmerestudio.com

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