

Topshop Introduces Neurotica Capsule Collection



Released on: August 24, 2009, 10:56 am

Author: [Topshop](#)

Industry: [Apparel & Fashion](#)

Topshop has announced that the independent fashion label Neurotica has produced an exclusive capsule collection, Neurotica for Topshop, which will launch nationwide on 21st August 2009.

Neurotica is a concept driven British fashion label, founded in 2007, which specialises in original illustration, intricately hand printed pieces with a "dressed up/dressed down" aesthetic and textiles that explore the contrast between the sweet, the sinister and the beauty in the everyday.

Pieces by the London based label are already currently stocked in a number of select boutiques in the US and UK, most notably the concession basement at the Oxford Circus flagship after it was quickly spotted by Topshop's buying team in 2008.

All the pieces produced by Neurotica are made in limited numbers and produced entirely in the U.K from high quality fabrics, and from August 2009 Topshop customers across the UK will be able to get their hands on a collection designed exclusively for the store by Neurotica.

The new five-piece collection features Neurotica's distinct signature aesthetic of hand-drawn illustration and soft jersey textures, and joins it with sexy and playful styling, cleverly translated via dainty embellishments. The pieces offer fashion forward originality and flattering wearability.

Highlights include a sparkling silver lightning print, appearing on both a body suit and a fine jersey oversized tee, a delicate bamboo repeat print on a contrast panelled vest dress and a deliciously soft oversized sweater featuring heart shaped appliqué.

Each carefully-selected print is originally hand illustrated and exclusive to the collection, and realised in shades of bright tangerine and lilac.

To mark the introduction of the Neurotica new capsule collection, Topshop has also launched a free prize draw until which will run until 28th August, for customers to win a day in the Neurotica studio. Full terms and conditions can be found on the Topshop website.

- Ends -

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 service.

Topshop delivers everything from basics like [jeans](#) to cutting-edge designer wear, [dresses](#), [heels](#), maternity, baby wear, tall and petite ranges and even skiwear.

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.

For sample requests and visuals please contact Neurotica:

Becc Gray

+44 7501 181 728

For further information on Topshop's brands and concessions please contact

Topshop:

Liz Shuttleworth

Press Officer

Press Office

Arcadia Group Ltd

70 Berners Street

London,

W1T 3NL

020 7927 1484

www.topshop.com

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)