

French Connection Announces Menswear Autumn/Winter 2009 Ranges

FRENCH CONNECTION

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Author: [French Connection](#)

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French Connection has revealed the details of its menswear range for Autumn/Winter 2009.

The season starts off with a prison story, presenting styles and details with a heavily distressed penitentiary influence. The collection then moves on to revel in a horror theme where colour, texture, and print work symbiotically to convey the move in to darkest winter. Finally, the range leads in to Christmas with a colourful and kitsch mountaineering inspired collection guaranteed to get you on the go.

French Connection enters the season with a nod to 1930's workwear. Soft powder pinks and Oxford blues are complemented by micro spots and stripes and vintage bib or removable collar detailing. The mood darkens with the introduction of the Gothic, including Beetlejuice [striped shirts](#), motor jackets in leather, or a maroon wool suit with white tipping and buttons. The mountaineering story provides technical down-filled removable linings, ropes and toggles, paired with fashionable gingham shirts and covetable knitwear.



Lorna Perrin, director of marketing and PR at [French Connection](#), said:

"For French Connection menswear we have focused on preppy chic blazers and shirts, while knitwear is given original design twists, and tailoring is fashion forward in quality fabrics and designs. The

younger FCUK sub-brand leads the way in stylish streetwear with checked shirts, authentic denims, fun graphic tees and battered leathers."

FCUK presents vibrant street sportswear with highlights of 'pop' colours. Bold dark wash denim and a base monochrome palette are livened up with bright piping on baseball jackets and bold prints. Bright colours prevail with hip-hop style retro track tops and alternative windbreakers with multi seams and jersey collars.

French Connection's other main line, FC72, this season focuses on heavy detailing to liven up staples such as a cotton donkey jacket or denim dungarees. Overdyeing, paint-splattering, crushed knits, and heavy stitching all lend to a distressed penitentiary feel, solidified with a fun barbed wire stripe print. The season ends on a softer note, with brushed cottons and cosy bright chunky knits with fairisle detailing.

French Connection is also placing a high emphasis on [men's accessories](#) this season. Men's bags are the main focus, but a complete collection of ties, hats, cuff links and leather [belts](#) are also available.

About French Connection
French Connection was founded in 1972 by Stephen Marks who set out to create well-designed [men's clothing](#) that would appeal to a wide audience.

French Connection now offers a fashion-forward clothing range with a quirky spin on design, priding itself on quality and affordable prices.

Having established a strong core clothing business, through design and an idiosyncratic sense of style, French Connection has recently expanded its portfolio into exciting new areas including men's and women's toiletries, sunglasses, watches and shoes.

Driven by innovation and change, the brand's strength lies in mixing new ideas with the basic promise of quality and affordability, established more than 30 years ago when the business was founded. Throughout this expansion and diversification the principles have remained the same; design-led products presented in a unique and innovative way.

PR Contact:

Tobie Lewis
French Connection
Centro One
39 Camden Street
London
NW1 ODX
0207 036 7274
www.frenchconnection.com

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