

Topshop Reveals Its Unique Autumn Winter 2010 Collection

TOPSHOP

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Topshop has revealed its latest collection, Unique Autumn Winter 2010, which draws its inspiration from the great outdoors.

Following the Brownie motto of 'Be Prepared', the [Unique Autumn Winter 2010](#) outerwear has been designed to be protective and functional, whilst luxurious fake furs and delicate chiffons evoke a woodland wildlife feel.

"The inspiration was looking at two elements. One was going camping in the woods and then once you are in the woods it almost goes into a twisted Narnia type environment",

commented Jacqui Markham, Topshop Joint Head of Design. "There's



30 designers in the team and they just bring to the table all their different ideas, and we try and create a bit of a theme, a bit of a hook, that we can tailor the collection around."

Defending against the elements, saddle brown battered leather parkas are cosy with quilted linings and shrunken waxed cotton jackets in uniform blue and khaki brown appear in a swing shape and cropped gilet. Duffle coats and trenches keep out the cold with reversed sheepskin linings on the outside of the body and voluminous wool

scarves and cable knit socks offering an extra layer of warmth. Berry coloured corduroy tailoring with leather panelling gives a modern twist on traditional countrywear, whilst loden green wools in a boxy jacket, pencil skirt and short shorts look more rugged and are adorned with Girl Guide inspired award badges. Old fashioned pyjama-esque striped slouchy cotton trousers and shirts continue the idea of a camping trip in the wilderness.



Practical details feature throughout; skirts have suspender strapping, belts have release buckles and sheepskin bags secured by harnesses have old-fashioned binoculars and torches as charms. Canvas and leather lace-up boots are sturdy with

multiple buckles and detachable ankle covers and mini pouches.

Offsetting the utility/survival feel of the collection, prints and fabrics are heavily influenced by woodland creatures and nature. The sumptuous teddy bear fur coat is reminiscent of a grizzly bear, fluffy mittens are paw-like, and shoe boots are adorned with tufts of sheepskin. In contrast, soft chiffon blouses and dresses with hand-crafted crochet and lace panels conjure up an image of a warped fantasy world full of woodland nymphs and fairies. Mushrooms, clovers and twigs are scattered across jersey vests whilst wild wolves, deers, rabbits and owls hide within the camouflage 'Woodland print' but stand out in their full glory as headdresses.

Karen Bonser, Topshop Head of Design, said, "To be at London Fashion Week alongside so many credible and talented designers, it's a great thing for Topshop to be able to do and to support British fashion."

Notes to editors:

- Unique is Topshop's progressive collection, created by the in-house design team. Produced since 2001 and now in its nineteenth season.
- Unique is available online at Topshop.com and in selected stores nationwide

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, [dresses](#), [jeans](#), [women's bags](#) and [lingerie](#).

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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