

House of Fraser Online Launches Testbed For Women

HOUSE OF FRASER

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House of Fraser, the premium department store, has launched a new area called Testbed on its website to trial five new niche brands dedicated to women's fashion.

Very by Vero Moda, Paul & Joe Sister, Selected Femme, Almost Famous and Pink Soda are all featured in the new Testbed section of the House of Fraser site. The collection features beautiful tops and dresses to complement the premium denim department. This season's trends highlight pastel shades, feminine looks and delicate fabrics, all of which are visible through the brands within the Testbed area.

[Almost Famous](#) is a British brand established in 2002 and based in the heart of London's Fitzrovia. Its womenswear collection takes inspiration from style icons of the past, giving the collection a vintage feel. Almost Famous offers unique wearable designs for day to evening and its signature style is eclectic with great attention to detail.

[Pink Soda](#) is a sophisticated contemporary brand for the glamorous modern woman. The collection is made up of bead embellished dresses, tops and jersey pieces which are designed to flatter. This brand offers basic essentials that can be worn as stand alone pieces or alongside its denim collection to create a unique look.

If customers are looking for a cosmopolitan contemporary look that oozes confidence and individuality, then [Selected Femme](#) is the brand for them as it allows women to create their own personal style. The style is feminine, cool and chic with an edge. The brand cleverly

combines the art of classic tailoring with an informal feminine look that can take wearers effortlessly from day to evening.

Very by Vero Moda is a premium and directional diffusion range from the Vero Moda family. The trend-led very by vero moda label uses luxurious fabrics such as soft silks, lambswool and leathers with the focus on directional yet accessible fashion. It offers timeless pieces that embody sophistication combined with a nod to catwalk trends. Ultra-feminine tops are paired with clean, sleek tailoring and skinny pants are worn with cool T-shirts.

Launched in 2006, Paul & Joe's Sister is the chic younger diffusion line of [Paul & Joe](#). Named after creator Sophie Albou's two sons, this label embodies her own style; quirky and bubbly with retro characteristics, using strong kitsch prints to depict her own love of travel. The range includes beautiful flamboyantly printed tunics and silk shirt dresses, cute embellished tops and luxurious knitwear.

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.

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