



New ASOS LUXE Collection Heavily References Nature-inspired Motifs of 1920s Art Nouveau and Opulence

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ASOS.com Unveils Christmas Luxe Capsule Collection.

PR9.NET November 30, 2007 - London: ASOS.com announces the launch of ASOS Christmas LUXE, a series of ornate dresses, tops, shoes and accessories perfect for the party season.

Mazarine, the Christmas ASOS LUXE collection heavily references the nature-inspired motifs of art nouveau and the opulence of the 1920s. The collection is designed using luxurious fabrics and special finishes, to create stunning statement pieces.

Embellishment reigns supreme with opaque, pearlised and two-tone sequins and beading giving fabric a shimmering, aquatic sense, whilst butterfly and dragonfly motifs continue the nature theme. Base colours include black, and pearl, whilst vibrant fashion shades of purple, rich emerald and flame orange are offset by lilac and gold.

The ASOS LUXE accessories complement the clothing but also work as striking pieces in their own right: beaded hard-case clutches and clip frame bags are essential eveningwear accessories. Statement jewellery draws on antique references: set stones, pearls, emeralds and diamante dominate jewellery and shoes.

"ASOS LUXE is the perfect capsule collection for the Christmas season with a range of accessories that compliment its glamorous clothing collection," states Moriamo Oshodi, Head of Womenswear Buying, ASOS.com.

Clothing from the ASOS LUXE collection will arrive wrapped in tissue paper and packaged in a fabric tote bag. Prices range from £65 - £75 for a dress, £50 - £60 for a top, £35 - £45 for a bag, £25 - £50 for the jewellery and £65-£70 for the shoes.

<http://www.asos.com/search/pgeSearch.aspx?q=asos+luxe>

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About ASOS.com

Launched in 2000, ASOS.com is firmly established as the UK's leading online fashion store. ASOS.com offers an extensive range of own-brand women's and men's fashion, designer labels, lifestyle accessories and cult beauty brands. ASOS.com is the second most visited online clothing store in the UK attracting over 2 million unique visitors per month, and has received numerous awards such as Drapers E-tailer of the Year 2006, Retail Week Online Retailer of the Year 2007, and Business XL Company of the Year 2007, to name a few.

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