

#PRESS RELEASE

Le Reve launches all-new Winter 2020 Collection

One of the leading fashion and lifestyle brands in the country, Le Reve, has come up with a brand-new winter clothing collection titled 'Winter Collection 2020' keeping in mind the three stages of winter— light, medium, and heavy.

Monnujan Nargis, director of Le Reve and head of the design team, stated, "This year's international fashion trends are being dominated by Scandinavian and Mid-Century Dutch motifs and colours. Inspired by this trend, we have created three new winter collections for women, men and children — Pasto, Tempest and Great Smoky, respectively."

She added that the variety of plaid, check, denim and tweed jackets, blazers, sweaters, waistcoats and hoodies for men will catch everyone's eyes. High neck and hoodie tunics, sweaters, shrugs, jackets, cardigans, ponchos, velvet cape and shawls have especially been designed for women.

Winter fabrics like cotton and viscose



blends, velvet, flannel, silk blend, wool, cashmere, taffeta, mesh are preferred for this latest collection.

"Above all, the Winter 2020 collection focuses on utility and minimalist approach," she added.

Men's Collection: Tempest

The title of the Le Reve Winter 2020 Men's Collection is Tempest. The main focus of this collection are the traditions, architecture and folklore of the Scandinavian region. Golden, yellow, turquoise, scarlet red, brown, blue and green are the predominant colours in this segment.

Scandinavian plaid inspired shirts, jackets and shirt-jackets along with taffeta, plaid tweed, suede and knit jackets have been designed for layering. Round, high and turtle neck sweaters are the main attractions this time, and V-neck sleeveless sweater and waistcoats are also available.

The maximum utility of the jackets has been ensured using hoodies and patches.

Sweatshirts, gilets, regular and cargo style Punjabi, long sleeve casual and hoodie shirts, polo shirts, half and full sleeve t-shirts have also added some great utility features.

Trendy sweatpants and distorted denim have been added to the bottoms collection. Athleisure and office-to-party focused 9-to-9 collections also feature new winter styles.

Women's Collection: Pasto

Half-century Dutch motifs and silhouettes made a good impression on the '70s fashion. The minimalist look, the utility features, the ankle-length maxi dress, the high neck, the folk-embroidery, the fitted blazers and jackets, the culottes, the palazzo and the disco glamour of the time contributed to the long line. These features have been included in the Le Reve Women's Winter 20 Collection: Pasto.

The predominance of retro orange, rust and cherry red, golden, yellow, brown, olive green, blue, pink, sand and mushroom brown and peach is the highlight of the

collection. Salwar kameez set, gown, single kameez, tops, shirt, tunic and shrug are made by arranging layer, hoodie, and utility belts.

The sweater collection features high neck, lapel collar, buttonless and button-down features. Velvet trim cardigans, single and double-breasted jackets, hoodies, and shawls are arranged in a casual but elegant capsule that will give any garment both the convenience and warmth of layering.

The Nine-to-Nine Collection also adds winter clothing suitable for office and party wear.

Kids Collection: Great Smoky

The children's Winter Kids Collection: Great Smoky is made up of elements from the Scandinavian folklore and the changing colours of the Great Smoky Mountain range. Chocolate, peach, olive and forest green, yellow, brown, red, cream, blue and bluish-grey palettes have been used to tell the stories of the concept.

Popular children's favourite characters and caricatures, geometric patterns and mountain-flower prints have been used come up as motifs on sweatshirts, sweaters, pullover vests, long sleeve hoodie shirts, jackets, t-shirts, long sleeve t-shirts, long sleeve hoodie t-shirts, and long sleeve polo for boys.

Casual and party frocks, tunics, woven sets, sweatshirts, basic hoodies and jackets and cardigan style sweaters are kept for the girls. Le Reve's Newborn collection also includes winter ware for babies. In addition to clothing, stylish unisex winter caps and hats made of wool have been added this time.

This new winter collection has already reached all of Le Reve outlets. To buy online visit www.lerevecraze.com and www.facebook.com/lerevecraze

Photo Courtesy: Le Reve



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