

Rugby Gets Fashionable

Submitted by: Rycroft Communications Limited

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Since the Rugby World Cup everyone has fallen in love with rugby, it has become the fashionable sport and rugby inspired label Eden Park is fast becoming the label of choice for aficionados.

Sported by everyone from England Captain Lawrence Dallaglio to TV presenter Gaby Logan this incredibly chic French brand is set to do very well over here.

Eden Park was started around 10 years ago by two ex French rugby internationals and as one of them had trained as an architect he bought a design aesthetic to the label that is often lacking in rugby brands.

Fans of Eden Park rave about the beautiful cotton shirts in everything from multi stripe to florals, which they tend to buy in batches of 3 or 4. They also seem to like the interesting linings in the suits and quirky design details such as the embroidered pink bow tie motif hidden under the jacket collars that they say make you feel like part of a club.

The Summer 04 collection balances elegance with relaxed dressing with soft pinstripes on cotton and linen jackets in creamy tones matched up with drawstring linen pants. The introduction this season of the Concept line has given the brand some extra fashion credibility and should widen its appeal even further. Look out for frayed cuffs on shirts and pockets and softly distressed leather jackets.

Lawrence Dallaglio is a firm fan of the brand and owns the franchise for the Richmond store "I first wore the brand when we were dressed by Eden Park for the 2001 Lions. All the guys on the tour really liked the quality and the little touches like rugby ball shaped buttons on the blazers. It impresses me how they can even make great big blokes like me look quite trendy and well dressed!"

EDEN PARK STORES - UK and Ireland

Richmond, Surrey

Edinburgh

Belfast

Dublin

Limerick

Cardiff

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