

# New Season Style at Pure Collection

Submitted by: SEPR

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Launching online on the 24th August, Autumn Winter 2011 from Pure Collection

(<http://www.purecollection.com>) is a sumptuous mix of luxurious fabric, divine accessories and doses of glamour, all mixed in a rich palette of nude, black, and greys with a dash of scarlet. The new collection is divided into 4 key areas:

## Modern Simplicity

Clean lines and classic shapes make up this collection. Fabrics are tactile, with brights injected into black, grey and navy. We love this chic Red Coat, practical yet stylish for the cooler months. When the party season hits, a fab Ponti Dress will be all you need to stand out from the crowd.

## New Glamour

Feminine power is the name of the game for New Glamour. Encompassing the popular nude on nude palette made famous by style icons such as Kate Middleton, this collection is all about the finer details and divine accessories to complete the perfect outfit.

## Off duty style

For a more relaxed affair try Off Duty Style, designed for you to go with the flow but always look the part. Detail is minimal but texture and a rich urban palette remain. A gorgeous printed cardigan will dress up jeans and set off a stylish oversized bag.

## Luxe

For key pieces of luxury glamour look no further, lots of rich texture with our deeply cabled knitwear, ideal for throwing on for a dose of glamour. A soft Cashmere Shrug is the ideal cover up for a blustery autumn day.

Helen Thomas, Head of Buying at Pure Collection, comments: "The inspiration behind this collection comes from chic Parisian style, which is where we decided to shoot the collection. Paris dwellers have an understated and classic style that we looked to replicate for our customers; the garments are all about high quality, making them a worthy investment for any wardrobe."

If that's not enough to whet your appetite, here's a sneak preview: [Preview Here](http://www.purecollection.com/InfoPage.asp?p=AW11teaser)  
(<http://www.purecollection.com/InfoPage.asp?p=AW11teaser>)

Our top picks from Autumn Winter 2011 are:

Cashmere dress £179.00

Cashmere Tunic Dress £179.00

Red Coat £249.00

Ponti Dress £99.00  
Woven Cape £229.00  
Printed Cashmere Cardigan £149.00  
Cashmere Oversized Sweater £199.00  
Cashmere Shrug/Cardigan £179.00  
Single Breasted Coat £249.00  
Textured Sweater £139.00  
Knitted Cape £199.00  
Herringbone Tweed Jacket £189.00  
Batwing Cardigan £229.00

ENDS

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About Pure Collection

Founded in 2002, Pure Collection is a leading clothing retailer, with a strong heritage for luxury, quality and contemporary designs at accessible prices. Pure collection prides itself on never compromising on impeccable quality; this is especially true for its own luxuriously soft and 100% sustainable cashmere range. The retailer houses a comprehensive range of womenswear for everyday occasions; it is a true destination brand for the modern woman who loves inspirational style.