

# ALLSAINTS SPITALFIELDS LAUNCH SPRING/SUMMER 2012 COLLECTION

Submitted by: Query Click Ltd

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AllSaints has launched their new collection for Spring/Summer 2012 with a diverse range of new season essential styles for Menswear and Womenswear. Shop the new collection in store and online at AllSaints.com

AllSaints have now launched their Spring/Summer 2012 collection with a diverse range of new season essential styles for Menswear and Womenswear. For SS12 the British fashion retailer introduces a collection of Mens and Womens styles that are pivotal to all wardrobes.

The launch comes with a fresh new feel for the season with the campaign being shot by globally renowned British photographer, Boo George. Showcasing the Spring 2012 collection are models Tony Ward, Claude Simonon, Kate Harrison and Sophie Dickens. AllSaints stay true to their ageless style by portraying the older and younger interpretations of the collection with the sole use of Ward and Simonon. This is a first campaign for the retailer that sees the use of several models to convey the different design aspects of the brand, from edgy laid-back shots filled with that signature AllSaints attitude to the delicate feminine shots giving a softer contrasting perspective.

Each definitive new season piece has been developed by in-house designers and fabric technicians, to perfect the cuts and accents that embody the classic spirit of the brand.

Be inspired by the SS12 Womenswear collection (<http://www.allsaints.com/women/landing/>), a directional and innovative range of pieces; including reptile influenced styles such as the Serpent Chelsea Boot and Vintage Serpent Court are made using authentic Snakeskin with a vintage effect – both styles are made entirely by hand by master craftsman.

Graphic Tee's are focused around hand-illustrated prints that are made up of monochrome blocking and tribal elements. The graphite and discharge prints are highlighted with iridescent metallic foils for a shimmering effect. View the Womens Graphic T-shirts ([http://www.allsaints.com/women/graphic\\_t-shirts/](http://www.allsaints.com/women/graphic_t-shirts/)) range.

Other recurring themes running throughout the collection include influences from the Ikat weaves in India. The Ikat print is dispersed across a range of Maxi and Mini Dresses, Skirts, Bikini's and Summer scarves. Inspiration is also derived from Native American artwork, with designs hand-embellished onto eveningwear, premium Bikini separates and the signature densely hand-embellished Mini Dresses and Skirts that AllSaints is renowned for.

Paying reference to London and the local Spitalfields area, AllSaints this season, have adorned luxurious Cashmere Knitwear and incredibly soft Lambskin with Pearly Kings and Queens motifs that are hand embellished using traditional Mother of Pearl rusty buttons and sequins.

The Menswear range embodies the classic spirit of AllSaints with authentic textures and contemporary silhouettes for the modern Man. This season, the Menswear Design team have developed complex garment patterns, large scale prints and worn-in washing techniques to perfect the deep stone tones, durable

waxed textures and streamline silhouettes of the collection.

Printed Shirting is a key staple to the collection with large-scale discharge prints featuring the classic Moth print and Hawaii inspired floral motifs in the Rockpile L/s Shirt. These styles have been given a heavy bleach launder for a vintage finish and soft hand feel.

A focus on texture and construction are key to the Men's Knitwear (<http://www.allsaints.com/men/knitwear/>) SS12 collection, placing a heavy emphasis on this season's colour and pattern blocking technique. Expect to see loose net knits and two-tone textures that are perfect for versatile layering with a distinctly premium appeal. The Gridd Crew and Hoodie are made using a linen blend yarn in an all-over open stitch and are finished with a ribbed hem, cuffs and collar.

Menswear Footwear ranges from the classic Loafers and Boat Shoes to leather sandals with adjustable straps and metal buckles. The Crush Sandal is a key piece that has been produced in specially waxed leather and treated by hand for a soft and luxurious finish. Pair this style with both casual or tailored shorts but also with jeans and chinos.

Shop the Beachwear category for all your holiday essentials from luxury basic vests, shorts and bikini separates to footwear and oversized bags. Also available throughout the Spring/Summer 2012 collection are the iconic Leathers that go to the very heart of the brand with signature rusty metal work and hand burnishing for an authentic vintage look. The graphic t-shirts range returns with hand illustrated and photographic prints.

Shop online at [www.AllSaints.com](http://www.AllSaints.com) .

About AllSaints Spitalfields:

AllSaints was founded in 1994 as a boutique brand known as the destination for vintage-inspired, directional designs. Currently, AllSaints has an international portfolio of over 80 stand-alone stores and 36 concessions in some of the world's most fashion-conscious cities. In 2009, AllSaints began its global expansion by launching a U.S. specific e-commerce site and opened a concession at 59th Street Bloomingdale's in New York City. Over the past 2 years US stores have opened in Los Angeles, Miami, Boston, New York City, Santa Monica, San Francisco, Washington, Seattle and Chicago. AllSaints plans to roll out 30-50 stores internationally in the next 3-5 years. Throughout its global expansion, the brand has maintained its original sensibility; focusing on fresh and innovative design, detail, graphics, technique and fabrication.

CONTACT: [info@AllSaints.com](mailto:info@AllSaints.com)