

Wallis launches new collection by print designer Lollie Dunbar

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Wallis, a premium high street women's clothing brand, has launched a new collection by aspiring print designer Lollie Dunbar. The collection, which features a bespoke print created by the up-and-coming textile designer, first appeared online and in selected stores nationwide on 21 May 2012.

The seven-piece capsule collection features a range of garments for spring and summer. It includes three scarves, two dresses, wide-legged Palazzo trousers and a cropped kimono.

Growing up in a creative household, with an animator father and a dressmaker mother, Lollie Dunbar knew from a young age that she wanted to become a fashion designer. However, it wasn't until college that she first discovered her love of prints and patterns. From there, she went on to study textile design at the Winchester School of Art. In addition to this latest endeavour with Wallis, she has also collaborated with the World Land Trust and Liberty London after winning a scarf print design competition.

Lollie discussed her inspiration for the collection: "I wanted to create something that was suitable for the Wallis customer, for spring/summer 2012, but also something that would be a reflection of me as a designer.

"My main inspiration for the designs were prints seen on contemporary homeware designs and I felt these would translate beautifully into a scarf collection and the other designs flowed from there."

In addition to homeware designs, Lollie was also inspired by Egyptian Jewellery, Greek pottery and tribal tattoos. She visited the Pitt Rivers Museum in her hometown of Oxford and used its collection of world archaeology as her muse.

Lollie's aesthetic also draws from the 1960s, as she admires the styles of Twiggy Lawson and Edie Sedgwick. She enjoys the strong yet feminine look of 60s-era shift dresses, jewellery and makeup.

In regard to the design process for her Wallis collection, Lollie said: "When I first met with the design team at Wallis to discuss the collaboration I was so excited that they very much wanted me to take my own direction.

"I worked from home and so had complete independence on the designs. Throughout the process I would meet with the team to keep them up to date on what I was working on and get their feedback on how the collection was progressing."

Lollie is currently working on a new collection to add to her growing portfolio and looks forward to doing more projects like the one she's done for Wallis.

About Wallis:

Wallis is as an aspirational, premium high street women's clothing

(<http://www.wallis.co.uk/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33058&storeId=12557&la>

brand. The brand has a strong British heritage - first store opened in Islington 1932.

At the heart of Wallis is an understating of real women. It believes in women as individuals not stereotypes and it wants women to look and feel the best they can. This is reflected in the brand's design philosophy. Wallis design clothes that allow real women to look great - clothes that combine the fabric and cut with their natural curves. Wallis offers a range of dresses

(<http://www.wallis.co.uk/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33058&storeId=12557&la> including maxi dresses

(<http://www.wallis.co.uk/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33058&storeId=12557&la> and print dresses

(<http://www.wallis.co.uk/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33058&storeId=12557&la> It also has a petite clothing

(<http://www.wallis.co.uk/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33058&storeId=12557&la> range designed to flatter women 5'3" and under.

Wallis dresses today's woman with distinctively designed clothes for a modern contemporary look that makes her feel confident and special, whatever the occasion. Interpreting trends for the fashion conscious 35+ woman and offering clothes that reflect the spirit of women today.

Quality of fit and fabric is paramount as it's the brands aim to provide a welcoming and enjoyable shopping experience.

PR Contact:

Victoria Chappell
Press Officer
Arcadia Group Ltd
70 Berners Street
London
W1T 3NL
02072912392
www.wallis.co.uk