

Hunter Launch Exclusive New AW 2012 Womens Outerwear Collection

Submitted by: Query Click Ltd

Tuesday, 30 October 2012

Renowned wellington boot manufacturer, Hunter have released a new 2012 outerwear line for women, just in time for winter.

With temperatures set to drop over the next few weeks, Hunter is proud to announce the launch of their new women's Outerwear collection for Autumn/Winter 2012. Featuring three key styles in classic colours, Hunter Boot have created a collection that is both functional and fashionable for the chilly winter season.

Chris Dewbury, Sales Director at Hunter explains: "Hunter's Outerwear collection is a natural extension of the footwear brand. Over the years our brand has become synonymous with style and great British manufacturing quality, and so, we decided to evolve our existing outerwear range to give our female customers a little bit of extra comfort, warmth and a bit of Hunter's signature style this season."

Hunter's Women's Outerwear collection is comprised of three key pieces, each of which are also available in three different colours and sizes, and designed to fit just right with an existing winter wardrobe.

The collection includes:

The ¾ Quilted Down Parka: Designed to help keep women warm and stylish this winter the Hunter ¾ length quilted down parka (<http://www.hunter-boot.com/quilted-down-parka/>) has roomy pockets and super-soft quilting will keep the wearer snug, while the sleek silhouette and luxe detailing ensure that there won't be any sacrifice on chic and effortless Hunter style. Wear with a cashmere polo neck, skinny jeans and a pair of our classic boots for an effortlessly cool winter look.

The Short Quilted Down Sports Jacket: Hunter believe that no winter wardrobe is complete without a chic down coat, and the updated style of the Short Quilted Down Sports Jacket (<http://www.hunter-boot.com/short-quilted-down-sports-jacket/>) is the perfect investment for the cold winter months. It comes in classic black, red or navy and features sports-luxe down quilting, a removable hood and double entry pockets, perfect for keeping hands warm and toasty, whether the wearer is apres-ski or in the city.

The Short Quilted Down Jacket: This is the ultimate sports-luxe cover-up, designed to keep the wearer warm dry and casual. The Hunter Quilted Down Jacket (<http://www.hunter-boot.com/short-quilted-down-jacket/>) is also available in navy, red and black and is stamped with Hunter's signature license plate, making it a Hunter classic that every woman should own.

Chris Dewbury, continues: "While winter is undoubtedly on its way, we know that our customers will need clothing that will keep them warm and dry this season. We believe that our new Hunter outerwear (<http://www.hunter-boot.com/rainwear/women>) range for women is not only going to keep women cosy, but also let them experience Hunter's world-renowned quality and design in another part of their winter wardrobe, which we're really excited about."

Product details:

Lightweight polyester

Removable hood with faux fur trim
Gum rubber Hunter license plate on upper left arm

Colours: Red, black or navyThe Hunter Outerwear collection is available in S (UK 6-8, EU 34-36), M (UK 10-12, EU 38-40), L (UK 14-16, EU 42-44) and XL (UK 18, EU 46) exclusively at <http://www.hunter-boot.com/>

About Hunter:

Renowned for their fit, comfort, performance, and British design, Hunter Boot Ltd can trace its origins back to the setting up of the North British Rubber Company in Scotland in 1856. The Original wellington was first introduced in 1956 and the hand crafted process of manufacture from 28 individual parts has changed little since. Now offering a wide range of footwear, accessories and outerwear, Hunter's original values of quality, durability and style are embraced by fashionistas and country aficionados alike, in over 30 countries worldwide.

Contact:

Dearne Sutherland, Digital Marketing Executive
dearne.sutherland@hunter-boot.com