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camilla norrback introduces spring/summer collection for 2010 and norrback men's line at Riche Tuesday 11 August

Spring/summer collection, women – "Indochine"

Spring/Summer 2010 is inspired by the meeting between the asian and colonial styles of Indochina in the 20s and 30s. Catherine Deneuve's very feminine style and appearance in the movie Indochine has been the source of inspiration. The feeling is warm and spicy in both colors and selection of materials, it is sweaty and wrinkled and at the same time sophisticated and classic. Typical camilla norrback cuts with feminine tailored garments are combined with looser eighties silhouettes.

In contrast to many of the previous collections where black has been the base, this collection has beige and dark blue as base with accent colors such as pink, apricot, yellow and green. The peony has been used as an inspiration for multiple prints.

Ecology is always in focus through selection of materials – ecological cotton mainly, along with ecological lamb's wool. The shoe line is its second season which is, along with bags and belts, made from naturally tanned leather with hole patterns.

The men's line norrback

We have the pleasure of presenting norrback – the camilla norrback men's line! It has been under development for a period of time and is now ready for launch. Norrback embodies the same values and style as camilla norrback – ecological, affordable and with its own expression.

- A grown-up and tailored ecological men's brand is missing from the market. Availability of ecological men's wear is increasing, but mostly in the form of street based t-shirts and jeans. There is a huge gap to fill with the men's line norrback, says Camilla Norrback.

The first collection consists of approximately ten selected base garments with a twist. Coming seasons' collections will be added to and grow to the same size as the women's collections.

- Our main priority has been to provide a sample of what norrback will look in the future, now we will develop the brand and the garments gradually, says Camilla Norrback.

The collection consists of t-shirts, already on the market, a coat, pants, a shirt and a few knitted garments.

Tuesday August 11 at 7 pm camilla norrback will launch the spring/summer collection of 2010 with a party and photo display at restaurant Riche in Stockholm. Members of the press are invited to attend.

<http://www.camillanorrback.com>

l l a n o r r b a c k c a m i l l a n o r r b a c k c a m i l l a n o r r

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