

ETON AUTUMN / WINTER COLLECTION 2011



With the Autumn/Winter 2011 collection, Eton further strengthens their position in shirt making, originating from a rich heritage of quality and craftsmanship. Refined classic patterns in vivid colours and functional yet elegant details play the leading role this season, enabling unexpected and personal styling. The colour palette is influenced by American Ivy league meeting Milanese autumn, which ranges from aqua combined with dark green to dark lavender with elements of grey. Eton sets the mood for the season with four prominent collars; the extreme cut away, the edge-stitched moderate cut away, the pin collar and button downs. As always the material is essential, exclusive Italian and French fabrics are used to provide shirts that last for generations. The Autumn/Winter collection 2011 is best described as playful and pioneering, sprung from Eton's heritage and passion for the art of shirt making.

July

This season, Eton honours the departure of summer with a vibrant explosion of patterns and colours. Patterns come in classic stripes and checks, mixed with multicoloured patterns such as refined paisley and a playful scissor-pattern. The colour palette contains a spectrum of various shades of blue, contrasted by nuances of saturated purple and pink. Supreme poplin and mixtures of satin plays a vital role that truly makes the colours flourish. The mandarin collar makes a strong and anticipated comeback along with details such as the festive bib-front and contrasting cuffs.

August

The advent of fall is embraced by a slightly toned down colour scheme, dominated by different shades of muted- and brash green, complemented by a palette of nuances of aqua blue, saturated yellow and rich

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brown. Contrasting coloured cut away and button-down collars are prominent details that express a stylish and exclusive impression. Patterns vary from modest gingham checks and thin stripes to a more playful pattern of coats of arms. Fabrics used are predominantly poplin, twill and satin of finest quality.

September

Elegance and class are the obvious themes for luscious September days; the colour scheme is dominated by vivid hues of lilac and purple, expressed in masculine, bold checks and stripes, all in top quality fabrics such as satin, twill and poplin. The contrasting, detachable mandarin collar is a fresh feature that makes a strong statement. The classic tie-pin and details such as contrasting cuffs and odd buttons are other details that make the wearer truly stand out in a crowd.

Accessories

Eton's accessories collection for Autumn/Winter 2011 thrives in exciting patterns and colours, serving as revitalizing complements to suits and jackets. Scarves, ties, pocket squares and bow-ties are all made of luxurious fabrics for that special sensation of exclusivity. The accessories collection contains a dynamic mix of refined classic patterns such as paisley, dots and stripes, and the more eccentric patterns of scissors, pigs and coats of arms. Dominating colours are navy blue, amber green and bright pink.

Green Ribbon

The Green Ribbon line is made from the softest, washed fabrics available, mixed with vivid patterns to provide sophisticated shirts dedicated for days of leisure. The collection features finest baby cord, washed denim and extra thin cotton. All fabrics are signified by supreme quality that mould to the wearer. The thorough attention to detail is evident in the denim shoulder patches, rounded collars, chest pockets and the denim cut-away collar, every detail added to express a laid back feeling. The colour scheme has warm hues of yellow, lilac, green, blue and cerise, contrasted by elements of white. The Green Ribbon line is available in three body fits, sewn the same way as the Red Ribbon line, the only difference is that all shirts are pre washed to provide that luxurious, casual feeling.

Black Ribbon

A true Eton man does not need a reason to dress up and astonishes his surroundings on unexpected occasions. The Black Ribbon line provides an extensive range of formal wear, available in contemporary, classic and slim fit. Eton takes the evening shirt to the next level by introducing untraditional colours, such as shades of blue and purple. Sometimes even tradition can benefit from a slight update!

For access to high resolution images of the Autumn/Winter 2011 collection,
please enter our ftp-server:

Ftp-address: [ftp.etonshirts.com](ftp://ftp.etonshirts.com)

Username: etonpress

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