

ETON SPRING / SUMMER COLLECTION 2012



Eton of Sweden's Spring/Summer Collection 2012 perfectly suits the season while remaining timeless in its sophistication and elegance. As it has for nearly a century, Eton chooses only the finest fabrics from which to craft its shirts. An exclusively designed fluid twill, woven for breathability and a smooth, soft hand comprises most of the collection's heirloom-worthy pieces.

Eton's signature finish lends a silky touch, handsome lustre and superior durability to this material, making it perfect for spring and summer days. These shirts feature a stylish array of collars including 1mm edge-stitched moderate cutaway collar, extreme cutaway, classic button down, pin, Mao and pointed. The Eton gentleman knows that style is in the detail, and interior front placket piping and imaginative button thread colours are just two examples of surprises coming his way. He has come not only to expect but to rely on Eton's superlative sartorial standards, and these are proudly on display in the Spring/Summer 2012 collection.

December

Eton dresses dark December in elegant combinations of blue and purple, including Malibu, strong blue, navy, cyclamen, dahlia and shadow purple. The month's luxurious fabrics include predominantly supreme poplin, satin and oxford. Playful pattern combinations on the same fabrics inside the collar, yoke and contrasting cuffs bring a sense of whimsy to this chic collection.

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January

We warm the chilly heart of winter with a vivacious cocktail of pinks ranging from morning glory to hibiscus, cool blues and warm browns with a tangy orange peel twist. Supreme poplin and poplin with satin stripes compliment the colours with vibrant flair, and edge-stitched moderate cutaway, button down and Mao collars top off this lively array.

February

The best way to kick start spring is to brighten up your surroundings with a stylish and colourful look. It's easy to imagine the springtime sun emanating from these shirts in combinations of green ash, blue atoll, sunshine yellow, prism purple, violet tulle, peach bud and amaranth purple. Creative buttons and contrasting button thread keep things interesting past the first burst of colour.

March

The indulgent balminess of warm summer nights inspires Eton's bold and unexpected colours of March including diva blue, vibrant yellow, jasmine green, fiery red, orange popsicle and steel grey. Fabrics used are mainly supreme poplin, satin and oxford, providing luxurious comfort within disarming style.

Green Ribbon

The Green Ribbon line for Spring/Summer 2012 is made from the softest, washed material available: gently washed oxford, Italian linen, extreme lightweight poplin and a new ultra-light seersucker. Less formal but no less sharp than Eton's legendary dress shirts, these impossibly comfortable shirts will take you seamlessly from a perfect day of relaxation to a glittering night of fun. The patterns vary from plains to classic stripes and multi stripes and from small checks to medium checks. Eton's signature attention to detail is equally present here, in features such as piping inside the front placket, coloured button thread and imaginatively colour coordinated buttons. Main collars are the classic button down and a moderate cutaway with detachable collar bones. The colour schemes are carefully chosen to provide a feeling of leisure.

Accessories

The gentleman knows that his accessories are the signature on his personal style. Ever obliging, Eton offers a broad range of neck ties, bow ties and handkerchiefs that rolls out in the same vibrant colour palettes as the shirt collections. Eton's ties and pocket squares are made by artisans in Italy and the UK, and are meticulously designed to match the collection's shirts. For those who prefer bold French cuff shirts, smart cufflinks are available, made exclusively for Eton in the UK.

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