

AQUASCUTUM LAUNCHES NEW 'VINTAGE COLLECTION' INSPIRED BY HOLLYWOOD'S MOST GLAMOROUS FEMALE STARS

June 2007

Aquascutum's designers have created a limited edition collection of exclusive luxury coats inspired by Hollywood stars of the 1930s, 40s and 50s silver screen era. 'Aquascutum Vintage' - a collection of five modern coats - has been created using original designs worn by some of Hollywood's most glamorous female icons and will launch for Autumn/Winter 2007. A collection of men's coats is expected to follow next year.

Each original coat design has been updated by Aquascutum's Heads of Design, Michael Herz and Graeme Fidler, for today's customer and each is made using the very best fabrics and materials.

The original 'Aqua 5' fabric was an exclusive, highly innovative fabric using a shower-proofing method invented and patented by Aquascutum in 1959. This fabric has been further developed and enhanced and is the fabric of two trench coats in the collection – Oliver Messel, Britain's most celebrated theatrical designer, gave Marlene Dietrich an 'Aqua 5' trench coat in the 50s. Other luxury fabrics in the collection include double cashmere, nappa leather and duchess satin.

The collection will be available from September 2007 through Aquascutum flagship stores in London (Regent Street) and Tokyo as well as exclusive department stores internationally including Harrods in London and Bergdorf Goodman in New York.

To support the expected demand from customers, Aquascutum will launch an online waiting list for the Vintage Collection later this month at www.aquascutum.com, where further details about the design development and images of the collection may be found.

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