



Spring/Summer 2012 Collections

Playlife is much more than a brand, much more than a store. It's a "multibrand/multistore" where you can find collections by different brands, each of them with a specific inspiration and characteristics. These are the ideas for next spring-summer:

Playlife

The Playlife brand has two spirits, Preppy and Outdoor.

The first displays the brand's characteristic elegance in urbanwear and leisurewear clothes for women and men. The carry-over proposals are the classic ones for this theme: lots of basic trousers and shorts to wear with college sweaters or fleece tops; T-shirts with bright thin or broad stripes and floral-fabric details; soft, comfortable outerwear in warm colours, from the short jacket to a classic trench coat. Orange, mid-blue and purple in an ocean of beige and milky-white.

Notes on a journey to faraway Australia inspire Playlife's Outdoor mood. Clothes are casual and made of cotton or fleece. There's also light muslin for long or short tiered skirts and slip dresses. Shirts, short jackets and Bermuda shorts have huge floral patterns that look equally good on her or him. Chinos, are unisex too. Checks are small in size but big on colour for a whole wardrobe of shirts. Colonial colours of sand and warm earth, of brushwood and the wild outdoors.

Jean's West

Denim and country checks, Native-American decorations and leather dominate a collection that seems straight in from a western set. Cowboys and cowgirls wear denim jeans and skirts and more denim for shirts and short jackets. Then there's the leather bomber jacket and check cotton shirts which sometimes give an elegant look. Ethnic stripes and jacquard-woven Navajo geometric designs characterise the knitwear collection. Colours are neutral and vaguely dusty with traces of the red earth of the American desert.

Anthology of Cotton

A collection traditionally devoted to her, a collection which blends sporty-casual with romantic and decidedly feminine details – starting with the butterfly that settles on each article. Cotton, mainly with raw edges, is a component of all the clothes, be they made of fleece (both the classic kind and a new version called "loose" for its lightness and softness), jersey or knitted. The collection rounds off with loose-fitting T-shirts with prints and graphic motifs that are sometimes placed in unusual spots; shorts; trousers with hems of different heights; and cargo pants closed at the bottom. A warm, feminine palette ranges from blush powder to chocolate and milky-white to midnight blue, not forgetting a classic mottled grey.

Playlife stores stock not only the clothing range but also a selection of eco-friendly

accessories and products such as Heidi Ritsch recycled-rubber belts, Dahon folding bicycles, Lomography creative cameras and Polaroids. Then there are shoes, bags and backpacks, eyewear, giftware and travel books. All these products are chosen for their background and innovative aspects, with a special emphasis on recyclable materials.

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