

## MEDIA RELEASE

For immediate release July 2011

# Anna Campbell's Romantic Touch

ANNA CAMPBELL SPRING/SUMMER 2011/2012 COLLECTION



Anna Campbell sets the scene of timeless elegance with an updated modern twist this Spring Summer 11/12. Intertwining sophisticated romance with contemporary practicality, the talented young designer, known for her intricate detailing and soft, feminine gowns, produces yet another show-stopping collection designed to astonish and amaze.

Seamlessly tasteful, Anna Campbell's intricate designs remain the picture of class. Displaying a dream-like, feminine quality, the gowns feature goddess-like, flowing fabrics, fine lace and breathtaking adornments. The new range incorporates the same romantic theme as past collections, but adopts a standout, slightly sexier feel, featuring exposed backs and plunging/open necklines to accentuate and flatter the female form.

As part of the collection, there is a new 'Accessories Collection', featuring plaited and embellished belts, straps and flowers, which are all hand made in silk. These accessories enable diverse styling for wedding parties, or individuals who want to create their own personalised look. Brides now have the flexibility of ensuring each of their bridesmaids feel comfortable by incorporating different design elements to suit their taste or body shape.

The new collection also encompasses bright injections of colour; including vibrant coral, turquoise and neon, as well the usual pastel tones, nudes and muted hues.

The standalone piece for the Spring Racing season this year is the Indiana dress. Simply stunning in ivory and nothing other than breathtaking in black, this gorgeous knee-length number is a picture of elegance, featuring a high, Chantilly-style lace neckline, capped sleeves, and soft detailing on the hem.

**The new Spring Summer 2011/2012 Collection features the following new styles –available in Maxi or Cocktail length:**

*Chloe Dress* – features elegant hand embellishments

*Olivia Dress* - beautiful flowing gown designed to complement others within the collection

*Julia Dress* – features an amazing stand-out, hand-made embellishment sourced Internationally

*Camilla Dress* – Grecian-style silk dress with plaited silk belt

*Indiana Lace Dress* - Beautiful chantilly style lace, capped sleeves, covered silk buttons and lace trim

The new 'Accessories Collection' includes the following items to make organising that special day as easy as possible: One and Two Shouldered straps, Belts, Fascinators, Flower Girl dresses, Hand made silk flowers and Men's Ties.

A great way to get more than one wear out of a dress, simply change the straps, belt or flower embellishment each time for a fresh new look. Flower girl dresses and men's ties can be custom-made in signature Anna Campbell colors to match the bridesmaids' dresses also. Anna Campbell recently opened her gorgeous new boutique in Sydney Rd, Brunswick, Victoria, and has extended store opening hours.

**To view other Anna Campbell stockists throughout Australia, visit [www.annacampbell.com.au](http://www.annacampbell.com.au)**



*Anna Campbell*