

MEDIA RELEASE

For immediate release

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Grecian Glamour

ANNA CAMPBELL AUTUMN/WINTER 2011 COLLECTION

Encapsulating the essence of Grecian Glamour this season, Anna Campbell's new Autumn/Winter 2011 Collection is a myriad of goddess-inspired garments, fusing ethereal romance with a modern aesthetic.

Exuding the same signature touch of infinite elegance displayed in previous collections, 'Grecian Glamour' boasts an extravagant new range of additions designed to impress.

This winter, flowing gowns featuring elegant draping, rope detail, soft bows and fabric adornments set the scene, with all garments exquisitely hand-crafted in beautiful raw silks, satins, georgette and chiffons. Trimmings are complete with beading, tulle and lace to make up the latest breathtaking mix of designs, perfect for both formal and bridal occasions.

Known for her soft pastel tones, nudes and muted hues, this season Anna Campbell experiments with colour, injecting a vibrant range of coral, turquoise, lavender and neon into her collection; all guaranteed to leave a lasting impression.

The show-stopping, 'Grecian Glamour Dress', 'Gladiator Dress' and 'Fraying One-Shoulder Dress' all showcase the newest embellishments for the season with stunning stand-out features displayed on all three 100% silk dresses.

The amazing 'One shouldered Casablanca Dress' is a perfect choice for formal wear or bridesmaids. Inspired by the original Casablanca dress the new design ties in perfectly with the ever-popular 'Mischa Flower Dress' and very feminine 'Chantilly Lace Dress' also available in an assortment of colours.

This season also sees the introduction of the detachable train, which will transform any Anna Campbell design into a formal evening dress or bridal gown. For bridal wear, handmade veils are now available and can be tailored to match any garment. All current designs and previous season's best sellers are also available in cocktail length and can be ordered from the new colour palette.

All Anna Campbell materials are luxury fabrics, sourced locally and carefully selected to achieve beautiful, unique combinations of texture and colour. All pieces are designed and made within Australia and hand-finished in-house. Dresses are made in limited numbers and stocked only in select boutiques across Australia.

The Anna Campbell Boutique is now open. Set in a 1920's heritage listed building in Melbourne, the boutique houses the full bridal range, cocktail and maxi-dress collections, fascinators and exclusive one-off garments.

Visit www.annacampbell.com.au for more information or to view a current stockist list.



Anna Campbell

