



February 2007

Ready to Wear at Bonmarché

- from the catwalk to the high street for real women -

Make the most of your wardrobe this season with Bonmarché, the UK's leading value fashion store for real women, as they have created a spring collection inspired by catwalk trends yet ultimately wearable. From cropped jackets to floral print dresses and nautical knits to clean cut suiting, there is fashion to suit every shape with sizes from 12 to 24 at great value prices.

Led by a sophisticated round neck jacket in cream, smart jackets incorporate simple clean cut shapes predominantly short and cropped with neat lines. Colours are pale and neutral. In contrast, a more casual military inspired jacket in khaki features upright collar and external pocket detailing taking a subtle edge to the high street - the perfect combination of a design led style and a wearable classic. Soft and versatile leather loafers complete the look for less at just £12.



Handsome prints – from flowers to retro 70s patterns, the spring catwalk had it all. Bonmarché interprets this in a bright feminine rose print dress, fitted and flattering. A frill front tunic style shirt featuring blue flower print continues the print theme.



Nautical knitwear – always strong on knitwear, Bonmarché sails into the nautical trend with horizontal stripes across fine knit round neck jumpers and v-neck cardigans in navy and white. Heavier cable knit cardigans offer a perfect wrap in neutral tones of oatmeal or brown marl and can be perfectly combined with white linen crop trousers.



Structured styles – suiting includes smart sophisticated shapes with short jackets and fitted trousers or pencil skirts giving a sleek, clean line in classic navy or black. Designer inspired, white contrast piping adds a subtle detail around jacket edges.



For further information, products or images, please contact Ben Heath at ZPR

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Notes to editor:

- Opening Hours – 9am-5.30pm Monday to Saturday, 11am- 4pm Sunday.
- bonmarché stockist number is 01924 700100
- bonmarché operates from 360 stores throughout the UK;
- bonmarché currently employs over 4000 team members;
- bonmarché has over 2.6 million bonus club members;
- Founded in 1982, bonmarché is a subsidiary of Peacock Group PLC.
- bonmarché is an established value retailer focused on selling affordable quality womenswear to women over 45 years in age between sizes 12-24. It aims to provide everyday great value.
- bonmarché has an annual turnover approaching £190 million, it offers over 660,000 sq.ft of retail selling space.
- For more information visit www.bonmarche.co.uk