



David Emanuel

1st August 2007

**DAVID EMANUEL LAUNCHES FIRST EVER HIGH STREET
COLLECTION AT BONMARCHÉ**

Bonmarché is pleased to announce that David Emanuel's collection will be launching in stores this September. The new statement collection includes smart day and glamorous evening wear, concentrating on intricate detailing and jewelled embellishments, with clothes available in sizes 10-20 and all at competitive prices for a premium collection.

The first phase of the collection is 1920's inspired with a chic Parisian feel. Shapes are ultra feminine and soft in cocooning silhouettes. Colours include mulberry, rose, gold, and cranberry with highlights of dove grey, ivory and sand. Knitwear features strongly in the range; choose from chunky knit cardigans with balloon sleeves, bobble trim knitted shrugs in ivory or rose, full length ribbed knitted skirts, or a long cardigan in slate grey with over-sized buttons.



With the winter just around the corner the collection also introduces a great selection of light weight and belted jackets, key styles include a rose swing jacket, pie crust three quarter sleeved jacket and a full length textured jacket in slate grey.



The second phase of the collection is glamorous with a sophisticated Art Deco edge. Colours are essentially black, highlighted with rich jewel colours of magenta, violet, gold and deep purple. Romantic eveningwear leads this festive range with floaty embroidered or beaded dresses; rich velvets jackets and skirts, jewelled cardigans, embroidered chiffon and sequin detailed shrugs. Kaftan shapes, long flowing silhouettes and appliquéd tops all make for an essential Christmas wardrobe.

- ends -

For further information, products or images, please contact Helen Croft or Lucy O'Brien at ZPR on 020 7896 3404, or e-mail bonmarche@z-pr.com

Editors Notes

- David Emanuel, a graduate from the Royal College of Art has designed fabulous clothes for members of the British and European royal families and some of the world's most beautiful women including HRH The Duchess of Kent, Lesley Garrett, Jane Seymour, Joan Collins, Faye Dunaway, Ivana Trump, Patsy Kensit, Madonna and Elizabeth Taylor...and his most famous commission to co-design the wedding dress for Lady Diana Spencer for her marriage to Prince Charles.
- David established his own label in 1990 and has developed his own individual chic - from elegant, simple daywear to cocktail and evening dresses and he will now make this signature style accessible to Bonmarché's customers across the country.

Bonmarché Editor's Notes

- Founded in 1982, Bonmarché is a subsidiary of the [Peacock Group PLC](#)
- Bonmarché operates from over 360 stores throughout the UK;
- Bonmarché currently employs over 4000 team members;
- Bonmarché has over 2.3 million bonus club members;
- Bonmarché is an established value retailer focused on selling affordable quality women's wear to women over 45 years in age. It aims to provide everyday great value.
- For more information visit www.bonmarche.co.uk