



# Sail away with Blend into spring 2012

*Join the Navy - See the world*

A big section of the collection goes naval. It's sportswear with utility styling and masculine gym wear like US-military sweat-shirts and t-shirts. The references to traditional and old-fashioned naval dressing are clear with the use of stripes, utility pants and typical naval wear like anoraks, parkas and duffel coats. The colours match the theme with a scale of blue and green, beige, grey and an occasional glimpse of dusty yellow.

Another substantial section of the Blend collection is inspired by the working class heroes of the Great Depression back in 1929. It introduces an aggressive take on fashion 2012 with an intense focus on garment treatments like washed down jeans with worn surfaces and pre-worn creases.

It's rough and rugged; traditional workwear meets contemporary Blend design with micro-striped denim, leather details and coating. Prints on t-shirts, hoods and sweats are highly

influenced by old worker signs and tools. Checked shirts and denim shirts come naturally to the theme together with washed down denim jackets.

Cruiser Crew is another important story. It's relaxed with a hint of 50's retrospective. This part of the collection manages to elegantly bridge the two other themes with references to the rough workwear in combination with casual nautical styling. Fabrics are denim, twills, cotton and chambrays with colour tones like navy blue, sand, off-white and grey. Cabled knitwear with naval details and fabric mixing is a must-have for the season. Finally, classic sailor pullovers are revisited in every possible way for knits, t-shirts and polos.

Come and discover the world with BLEND. Sail away into Spring 2012.

**BLEND**®

Press release - Spring 2012