



Farm girls like it jazzy...

The soul and style of the Spring 2012 by Blend is inspired by Southern farmers and the heat, the jazz and the soul of The Cotton Club. The focus is the farm girls in the city - jeansy, dusty and jazzy - with a twist of classic menswear, New Orleans and youthful urban comfort.

The Southern farm girl is one of the themes of the new collection; feminine styles inspired with sporty and classic menswear with important contrasting details. The fresh, boyish look introduces blazers, dungarees and pullovers with college prints - all matching perfectly with farm girl shirts and dusty colours like pale pink, yellow, denim-blue and a scale of grey, white and black.

The jazzy section of the collection is highly influenced by Southern States in the 1920's -30's. The soul, the streets and the jazz music of New Orleans mixed with menswear

references. Again, it's a boyish look elegantly mixed with broderie Anglaise, skirts and dresses. Elements of cross-stitch embroidery and needle crafted details bring a unique homemade feeling to selected styles of the collection. Very jazzy and very Southern.

The silhouettes are relaxed and inspired by classic menswear and farmer's workwear. It's a casual look, with worn and washed down garments, denim and chinos with suspenders and classic waistcoats. Prints on t-shirts and sweatshirts are inspired by jazz club posters and elements of the Southern soul.

Enjoy the comfy blend of farm girls' fashion and hot jazz tunes for Spring 2012 - created by BLEND.