



Postcards from Paris

À bientôt mon amour....

Good news from Paris - Springtime is just around the corner. The BLEND SHE Spring Opening collection for 2012 is like a souvenir postcard from Paris taking you back to the time where Ernest Hemingway lived in Paris, enjoying a carefree life as a writer hanging out at the Café de Flore at the St-Germain-des-Prés. He was taken by French girls: natural, free-spirited, relaxed, beautiful, flirtatious, charming and smart. The time is around 1920s and early 1930s.

The look for the Spring Collection is a mix of a boyish, quirky and intellectual expression. The silhouettes are

easy and relaxed - prints are of course influenced by the typical Parisian Art Deco-style - bold and graphic. The colours are soft and dusty with cream, white, golden sand, rose, grey, light blue and black.

Stripes are a must wear this season - together with French college styles, flowers and elements inspired by men's shirts and jackets. Sporty with a feminine tongue-in-cheek twist with a lot of tiny small details that make the big difference. These are the ingredients in the delicious appetizer for spring 2012 from BLEND SHE.