

PRESS RELEASE

ONLY
**AUTUMN
2010**



TRUE TO THE BONE

This autumn the key looks of **ONLY** are true to the bone. No matter if you like the casual, cool and lived-in feeling or if you like your look to be strong, sexy and daring.

Put on your blue jeans and dance! Authentic denim is hotter than ever - and this season the popular blue boyfriend model has been styled with a pair of oldschool suspenders by the designers. Complete the laidback feeling with a blue or checkered men's wear shirt or style it with the hottest army styles of the season such as embellished army shirts, worn out tees and a cool and cosy parka coat.

With inspiration from the music scene and the wardrobe of bikers **ONLY** reveals the most fabulous jackets of the season! Elegant blazers with pointy shoulders are styled with cool biker-jeans with padded knees or thrown over a fluffy tulle dress. Cool denimjackets with leather- and zipper- details are worn with leather like bikerleggings or a miniskirt for an edgy feeling.

Have it your way! Stay true to your style and stick to denim.

Love,
ONLY

The ONLY autumn collection
is in stores from august.

Pack shots for press use can be downloaded at
<http://press.only.com>

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THE WORLD**

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