

ONLY®

# THE 70'S ARE BACK

- HOTTER THAN EVER!

PRESS RELEASE,  
ONLY SUMMER 2011



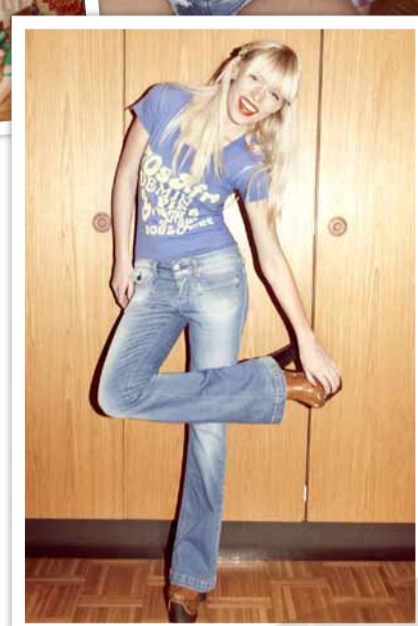
This summer, the ONLY girl loads her car with carefully selected wardrobe favourites and her very best girlfriends! It's summertime – time to feel the sand between the toes and make every day a stylish party!

The ONLY girl and her friends take the 70's trend of the season to the max and go style-hunting in an old cottage by the beach. Every day they dress up: One day the look is sleek and simple with high-waisted flared jeans and a vintage tee or a simple shirt with floral pattern – and they spend the day gardening. The next day they dust of an old Rolling Stones record, dance and work the sexy rock star style wearing tight died jeans or denim hotpants and a denim shirt or an American flag printed tee.

When it's time for shopping the girls go to a city nearby in light all-over floral patterned babydoll dresses and shorts or a cool maxi dress. At night they dress up in one-shoulder cocktail dresses and ethno-inspired patterned jumpsuits while barbecuing and drinking cold drinks.

ONLY makes it easy to fall in love with the 70's this season – so load your car or garden with friends and enjoy the hot summer in fashion!

The collection is available in stores March-April 2011.



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