

ONLY®

TAKE A FASHION ROAD TRIP WITH NATIVE AMERICAN VIBES

THE AUTUMN COLLECTION FROM ONLY SHOWCASES TWO MAIN THEMES, BOTH TAKING THEIR INSPIRATION FROM THE USA: THE HIGHWAY SURVIVOR AND THE AMERICAN SPIRIT.

The designers of the Highway Survivor theme were inspired by the cool James Dean look of the 50s and the decade's authentic denim style. It's almost as though the look has been created for the free-thinking and free-spirited ONLY girl, a looker who turns heads and takes things one day at a time. One day she's on a road trip with oily finders, wearing rough functional clothes like a parka or sandwashed bomber jacket with large pockets, check shirt and grubby jeans, the next she's all set to dance on the table in a short high-waisted skirt and a short leather jacket.



The other side to the collection, The American Spirit, contributes a mass of colours, patterns and details. Native Americans and what they wear have clearly been the major inspiration for ONLY. Long-flowing ponchos and plenty of knitwear with ethnic patterns are mixed with cool denim shirts, dyed jeans and feather-print t-shirts, but details from regimental uniforms from the American Civil War are also included for the collection to make a splash - especially discrete straps and small accessories on jackets and trousers. Just throw on one of the collection's fabulous sheepskin-look jackets or a pair of cords to give the look a little taste of the 70s.

Warm autumn tones and shades with zip make up this season's range of colour options. Old-fashioned pink, camel, light brown, army and claret spiced up by curry powder yellow, red and intense coral. Petroleum and deep turquoise shades unite the look and lend the collection the proper ONLY denim-feeling.

The autumn's ONLY collection is marked by nostalgic reminiscence, but it's also a challenge to live in the here and now. Take control, do what you want and let your wardrobe express the real you!
YOU'RE THE ONLY BOSS!

The collection will be available in ONLY stores from August to October 2011 Find your nearest retailer at www.only.com

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