

## Louis Philippe launches its spring summer 2013 collection

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*~ A collection for the arrived global gentleman ~*

**Bangalore:** Louis Philippe, the super-premium formal wear brand in India has unveiled its new and exciting Spring Summer 2013 collection, offering you a wide range of exclusive apparel and accessories for every occasion from luxury to formal, semi-formal and party wear. This season the collection expresses a refined, unconstrained and richly detailed sense of elegance inspired by travel, culture and passion.

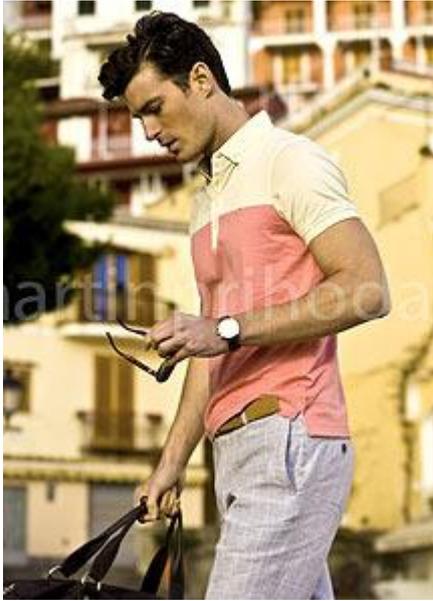
**Louis Philippe SS 2013 Collection** – The collection inspired by the miracles of Italy and Monaco come alive with all treasures packaged in majestic mountains, placid lakes, idyllic islands, splendid cities and wonderful walled hamlets. The colour palette boasts of coral, turquoise, yellows and apple greens. This season also brings in vibrant patterns and interesting details born out of pure passion for sailing and flying. Spring Summer 2013 is sated with new fabrics that range from luxurious silks to indigo that are styled to reflect a sense of modernity and yet stay rooted in a tradition of tailored well made clothes. The collections are complete with bespoke shoes, hand crafted bags, exquisite ties and charming accessories.



### **LP Sport from the House of Louis Philippe -**

**Le Mans:** This collection inspired by **Le Mans** (the world's oldest active sports car race in endurance racing since 1923; commonly known as the Grand Prix of Endurance and Efficiency) consists of a range of sport shirts, racing inspired polo shirts, sport chinos and accessories, each combining technical excellence with their trademark unpretentious vintage motorsport style. British racing green, cobalt blue and scarlet red laid out on a platform of white form this dynamic palette.

**St. Tropez:** Inspired from the beaches and the lifestyle around St Tropez (a town in south-eastern France, located on the French Riviera, it is known for its famous and extremely wealthy summertime guests). The colour palette is one of harmonious mid tone brights, navies, greys and aqua with touches of these neo sport colours in terms of trimmings, stripes and accent colours. These colours emit a quiet strength and gentle confidence that will reflect the attitude of the wearer. Still hungry for pattern and colour, the look rocks



between beach boy and the 1970s vintage retro sailing charm. The mood is fun filled and sporty and the same colours go well with washed khakis, linen trousers, shorts, striped crew necks, bright sailing inspired polos and denims.

**Aces High:** Aviation takes off as a serious trend this spring summer '13. The colour story derives its key inspiration from the post World War II flying schools of south western France. Live to fly, Fly to Live! This is the motto of a lifestyle where the passion, freedom and self -esteem are sky high. This palette re-enforces the thrill of

flying, with a desire to satisfy the spirit. Anchored around white, vibrant duos of Ferrari red and chlorophyll green will act as tonic set to refresh and rejuvenate aesthetics. Dark chocolates and khakis calm the palette, providing good bases for sportswear. The story includes aviation inspired polo shirts, well tailored suiting, equestrian -style clothing, and leather aviation gear in keeping up with the modern aesthetics and the brand's point of view. A self assured and confident new look that focuses on super styled perfection.

The Vintage motorsport aesthetic is represented by a look that is driven by bright track jackets layered over melange cardigans, formal shirts and finally adorned by bow ties. Brightly coloured chinos and a Graham Hill tribute range of polo shirts firmly anchor's this range right where it belongs. It includes quilted vests and high boots, well tailored suiting, equestrian -style outfits, and leather aviation gear synonymous with the contemporary ethos of the brand. The perfect seasonal palette of red white and navy is reintroduced with a fresh blend of olive to create a self assured and confident new racing look that focuses on super styled perfection.



### **About Louis Philippe:**

The brand draws its name and inspiration from King Louis Philippe of France, who was famed for his generosity of spirit and his appreciation of the arts. Louis Philippe thrives on excellence, elegance and opulence. Synonymous with premium, international men's fashion, Louis Philippe was launched in India in 1989, and ever since then, the brand has been enjoying the repute of being the leader in formal and quasi-formal wear. Taking cognisance of the evolution of the Indian Gentleman and so also his preferences, the brand has constantly

innovated and modelled itself to suiting and meeting those requirements. And this is what sets Louis Philippe apart as a premium, international men's fashion brand.