

The Collective launches new brands for the fairer sex

Spring – Summer 2013

The Collective adds two fabulous new brands to its womens-wear offering this Spring-Summer. Catering exclusively to the curvaceous figure, Bodyfrock by Melanie Davis and Bombshell by Katya Wildman celebrate their love for the hourglass silhouette with their latest Spring – Summer collections.

Bodyfrock by Melanie Davis

The Bodyfrock range of jersey dresses are a woman's luscious secret that leave you feeling slim, smooth and stunning. Designed to enhance your finest features, the contemporary dresses with a unique control lining have been engineered to deliver confidence every time. The inside lining should fit slim and taut like a corset. From hourglass figures to a more petite shape, a Bodyfrock dress is the perfect complement to your curves.

Flattering a woman's curves with its bodycon styles, the season collection features prints such as snakeskin and also offers a more delicate option in lace. Dolmen sleeves and peplum accents allow for a feminine flourish while cleverly concealing problem areas.

Bombshell by Katya Wildman

Bombshell was born through Katya Wildman's love of the hourglass silhouette. Her signature style is deadly seductive yet never brash and provides a perfect balance of contemporary innovative fabrics and a classic design with a twist.

With a background in costume design and clients such as Chanel, The Who etc, the Bombshell dress originated through the designer's frustration at the lack of dresses available to flatter her curves. She realised there was a need for dresses that concealed the bits women hate through clever draping and secret panels and to enhance the parts they do and thus was born the Bombshell!

The Bombshell dress is flattering on the bust with a wrap over skirt that finishes around the knees in true 50s style. The perfect day to evening dress, it features elasticated smocking side panels that make the bust and waist sizing flexible. Thereby, draping over a smaller bust and covering a larger bust. The hip measurement is a general guide as the sarong skirt is free fitting.

A classic silhouette, the Bombshell is revitalised through the use of fabrics and draping, while updated prints keep the look contemporary and fresh. Sophistication is intrinsic to the collection – the look remains feminine yet unfussy, understated yet attention grabbing and always seductive! Celebrity clients for the brand include Vogue Editor Alex Shulman, Jerry Hall, Angelica Houston and Nigella Lawson and London's West End glitterati.

About The Collective

'The Collective' is a super-premium lifestyle retail chain that was launched by Madura Garments Lifestyle Retail Company (MGLRC), a group company of the Aditya Birla Nuvo. A first of its kind retail concept, the brand has seen a host of international apparel and accessory brands making a foray into the country for the first time.