

BANANA REPUBLIC

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SIGHTS IN NEW SCANDINAVIA SET DIRECTION AND TONE FOR BANANA REPUBLIC'S LATEST FALL 2015 COLLECTION

Classic Fall essentials are reinterpreted and updated in terms of designs and colours

Singapore, 7 July 2015 – This Fall, Marissa Webb and her design team took an inspirational trip to the creative hub of New Scandinavia and made parallel references to the region's utilitarian style, graphic design and unique architecture onto the Fall 2015 collection, where wardrobe essentials have been reinvented and refreshed with on trend styles, such as, oversized proportions, and key autumnal colours from military shades, water blues, mustard yellows to heather greys.

Inspired by the pulse of Northern Europe's fashion capitals, their strong café culture and love for uniform inspired attire have been translated into the collection, with a heavy focus on military and surplus styles that vary from parkas, utility shirts to cargo pants. Also, taking in the sights of how the city streets are like and some individuals carry off bold statement pieces, the design team has come up with the idea of infusing European inspired graphics and slogans on tees and accessories, which is a fresh take for the brand.

Not forgetting the signature docksides and canals of Northern Europe, the collection also highlights standout maritime pieces from fisherman stitch sweaters to rainwear inspired outerwear with nautical accents that aim to keep one warm and stylish in the chilly weather. To make the Fall wardrobe pop a little more, several interesting touches from bandana, abstract, muted animal to camouflage prints are infused into the collection and seen across oversized coats, sweaters, woven tops and accessories.

To continue playing with proportions and textures since Marissa Webb's debut collection in Summer, the design team's visit to the Swedish Isles has drawn inspirations from the contemporary archipelago architecture to further permeate the mix of modern and new, and soft and hard across key product categories, with dresses taking the lead from beautiful soft dressing in parachute twill and silk to more structured sheaths in beautiful knit and woven jacquards. Plus, fabrication techniques are used to enhance texture through mohair, brushed yarns and faux fur to create a subtle juxtaposition on prints and colours.

AN INDEPENDENTLY OWNED AND OPERATED FRANCHISE OF GAP STORES

F J BENJAMIN LIFESTYLE PTE LTD CO. REG. NO. 200510910R

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The Fall 2015 collection is available at Banana Republic stores in Paragon Shopping Centre and The Shoppes At Marina Bay Sands from August till October. Prices range from \$20 for a pair of men's socks (\$30 for a pair of women's earrings) to \$470 for a men's wool blazer (\$400 for a women's leather duffel bag).

About Banana Republic

Banana Republic brings a fresh twist on classic apparel to men and women around the world. The company that started as a safari outfitter in San Francisco now outfits a whole new generation of explorers in looks that walk the line between easy and refined. For more information about Banana Republic, please visit www.bananarepublic.sg.

About F J Benjamin

F J Benjamin Holdings is a leader in building brands and developing retail distribution networks for international luxury and lifestyle labels across Asia. For more information, please visit www.fjbenjamin.com.

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