

# BANANA REPUBLIC

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### MARISSA WEBB TAKES YOU ON A MODERN JOURNEY WITH HER DEBUT COLLECTION FOR BANANA REPUBLIC

*The perfect Summer getaway pieces to last a lifetime, inspired by an open road trip*

**Singapore, 6 February 2015** – This Summer, Marissa Webb launches her very first collection for Banana Republic after being appointed as the Creative Director and Executive Vice President of Design for the brand in April 2014. With the aim of positioning Banana Republic as the destination for modern American style, she has created versatile Summer wardrobe signature pieces that range from utility blazers/jackets, oversized tunic shapes to soft dresses.

Inspired by the brand's rich heritage in travel and safari, she and her team have combed through its treasure trove of iconic pieces and reinterpreted them. The collection was born on the road, when Marissa and her design team took a road trip to East Hampton and the beaches of Sagaponack in New York.

The mix of modern and traditional influences in East Hampton has set the tone for the collection, with a strong lived-in aesthetic, and a focus in washing and drying techniques to give character to each and every piece. This was set against a palette inspired by the open road - blue skies, grey roads, green signs and coral sunrises.

The carefree spirit and easy living on the beaches of Sagaponack also saw a hint of shades of blues and neutrals together with intricate textures, such as, parachute silks, rope yarns, straw and linen in the collection, which are perfect for a Summer retreat.

"Whatever your journey becomes – a weekend in East Hampton or on an adventure in the Mojave – we have designed a Summer collection of easy "getaway" pieces that are detailed and built to last. We strongly believe in a "360 degree lifestyle" approach to dressing and you'll find that in both our casual and tailored collections," says Marissa Webb.

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**F J BENJAMIN LIFESTYLE PTE LTD** CO. REG. NO. 200516910R

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The Summer 2015 collection will be available at Banana Republic stores in Paragon Shopping Centre and The Shoppes at Marina Bay Sands in early April 2015. Prices are not available at this point in time.

## **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](http://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](http://www.fjbenjamin.com).

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