

Premium

Due to its huge success last season, the Pure Premium section has grown for February. Head to its new location in the Grand Hall and find the very best array of high-end womenswear bridge collections.

→ Turn to pages 14, 16 – 17 to see some of the Premium accessories on show this season in the Upper Level



→ **Math:** Beautiful washed silks, buttersoft leather and silk jersey adds luxury to key urban separates, oversized silk and leather shift dresses.



↑ **Anonymous by Ross + Bute:** British designer womenswear brand with its core in highly feminine, embellished knitwear, supported by a capsule collection of easy-to-wear separates.



↑ **Valerie** is a natural choice for a feminine woman who is not afraid to stand out. Valerie works under the motto "more is more" and the garments are feminine, personal and detailed.



↑ **Bebaroque:** Designer legwear, bodies and soft dresses with elaborate hand embroidery and intricate designed hosiery; a unique product.



→ **Issey Miyake Cauliflower:** Lightweight, compact, comfortable to wear and easy to care for; Cauliflower has been developed to provide innovative clothes for the 21st Century.



Photography: Oliver Baco

← **Jucca** is inspired by the idea of making and selling a collection of clothing that is contemporary, international, glamorous and yet suitable for everyday wear, above all the collection is 100% made in Italy and offers the right quality to price ratio.

→ **Ann Louise Roswald:** London based fashion designer Ann Louise Roswald creates beautiful ready to wear collections with a focus on original prints, exquisite textiles, and deluxe knits.



↑ Founded in 1997, **DAY Birger et Mikkelsen** has grown to become one of Scandinavia's most successful fashion brands, offering contemporary everyday glamour.



↑ **Maliparmi:** The perfect balance between tradition and innovation, with dresses evoking the 1920s, 50s, 60s and 70s, all the while incorporating new prints and shapes.



Winter Kate: No longer just a TV star, Nicole Richie is fast establishing as a fashion icon. Named after her daughter's middle names, the collection offers an inspired range of daywear through to evening tops and beautiful signature maxi dresses.



↑ **TBA:** Mixed up vintage with effortless style and enthusiasm; Edwardian sophistication combined with sixties fun evolves into a quirky but elegant look.



← **Sara Coleman's** designs relate to organic structures, emphasizing the use of natural fabrics, with a developed pattern and distinctive design aimed at the urban and elegant women.

→ British designer, **Madeleine Thompson's** opulent cashmere collection has caught the eye of key buyers around the world. The collection is made up of directional yet wearable shapes with beautiful detailing at competitive prices. It is no wonder then that the brand has risen to international status in just a few seasons.