

# next<sup>SS11</sup>

## Every Woman

next's directional new womenswear collection covers the A-to-Z of where fashion is heading for Spring 2011. It captures all the key trends and colour palettes seen on the international runways, while addressing the wardrobe needs of every modern woman.

For a season in which pure brilliant white is identified as key, next's WHITE HEAT story sizzles with must-haves and objects of fashion lust. Think cute shorts suits and the white skinny jeans without which no well-tended wardrobe will be complete. Or head for the BEACH HOUSE and relish Spring's sporty, ocean-fresh update on the perennially popular nautical theme. Think high-waisted bleached denim shorts or slim cigarette jeans and chinos, partnered with slouchy knits in shades of inky-blue, pink and pebble-tone neutrals.

The 70s are evoked in a captivating new love story of denim waistcoats, shorts-dungarees, maxi-skirts and flares – topped off with the essential floppy-brim hat and a great patchwork bag. Gorgeous floral prints complete this perfect picture of laid-back retro chic.

next's eye-catching CAPRI theme reworks the spots, checks and stripes sported by the Sixties style setters who first made this island a hot destination. Look out for Spring's must-have trench – glamorously translated into an eye-catching print!

The jumpsuit is key in the URBAN JUNGLE story, which combines safari references with animal, ikat and paisley motifs. By contrast, the URBAN DECAY theme gives modern minimalism a romantic edge. Think draped detailing and subtle prints in a palette of cool neutrals from stone to dove.

Whatever your age, style or mood, there's something that works for every woman. For within its Spring Summer 2011 collection, next has fashion ideas that work for every woman.

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