

## French Connection For Man / For Woman SPRING SUMMER 10

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Mumbai, Maharashtra, February 10, 2010 /[India PRwire](http://www.indiaprwire.com)/ -- Spring 2010 sees French Connection create a stimulating, visually captivating and witty campaign with a return to humorous captions. The creative ante has been upped with a provocative campaign that allows the brand to effectively talk to fashion conscious men and women through intelligent wit and humour, inherent to the brands personality.

The campaign is a lighthearted study of man and woman, bringing a distinct voice to the brand while ensuring the clothes remain at the forefront of everything we do. The campaign idea came from a need to talk to men and women in different ways.

The most dramatic impact comes in the form of '**The Man**'; a rugged, bearded and outspoken character who tells our customer how to dress. He has the physique of a bare-knuckle boxer, the brain of Voltaire and a discerning eye. Other men can learn much from him.

'**The Women**', is understated, yet sexy, her description is brief, as we know little of her. She is beautiful, enchanting, capricious and mystifying. We don't even catch her name.

Once we had our **man** and **woman** - we studied them; their behaviour, their mannerisms and their attire. This allowed us to comment on their clothes, discuss the materials and the detailing and evaluate their personal style. All our comments are voiced in fluent frananglais. Playing on the 'Frananglais' connection further we selected a French actor and actress to model the collection - giving the imagery added depth and personality.

By working with an advertising agency with unparalleled credentials we feel we have matched our fashion expertise with their know-how of developing a distinct brand voice with wit, while remaining true to the brands values.

To give the campaign the launch pad it deserves French Connection will embark on a multi-platform campaign starting with high profile TV adverts showcasing the campaign films on the 7th February 2010.

The campaign encapsulates the French Connection Spring Summer 10 collection perfectly giving it a clean yet creative backdrop. The ladieswear collection is all about feminine tailoring in soft nudes contrasted against bold Hawaiian prints and stripes. Clean cut lines are juxtaposed against softer silhouettes in fluid fabrics. Exaggerated shoulders still play an important role, from blazers, all over embellished tops to fitted dresses. The French Connection man steps in to SS10 in sophisticated fashion-forward pieces focusing on quality fabrics, unique detailing and signature design twists. Masculinity is the essence of the collection and created through simply stylish wearable clothes, ideal for a real man at one with the outdoors.

*"We believe we have created an impactful and intelligent campaign which we hope will encourage talk-ability amongst our loyal customers and fashion opinion formers worldwide. The campaign creative enables us to speak to our male and female customers in a clever and effective way, whilst reaffirming our premium status on the high street. This is set to be a very important season for French Connection".* Stephen Marks, Founder & Chairman of French Connection

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