



EDWIN

S P R I N G / S U M M E R 2 0 1 0

The Edwin SS10 collection is a story of two chapters. Chapter 1 is focused around the brand's core elements and priceless heritage - Denim. Denim has always been and will continue to be the foundation of the brand, now in its 62nd year of trading. The pride in innovation, and craftsmanship that are the signatures of Edwin are with SS10, as with preceding seasons, high on the agenda. A forward thinking design philosophy and the incorporation of progressive techniques witness Edwin, yet again pushing boundaries in their epic quest to realise denim nirvana.

Chapter two focuses on a new direction and a deliberate nod to the future of Edwin - Ready to wear. The SS10 collection from Edwin is a concise and finely tuned collection, not too grandiose or diverse to alarm loyal customers yet strong enough to intrigue and excite the new breed. A definite 'Maritime' theme is applied to the overall ethos, in both the imagery and design.

Note: This isn't nautical. This is maritime.

