

## Rebellious Soul In A Conservative Society

Monday 30 September, 2013

Arina Pritch is a smart, savvy and determined lady who tilts her new Spring/Summer 2014 collection for the PRITCH woman towards a more fun, social and relaxed inclination. Being as tough as nails at work is tempered with a softer world view that strikes a perfect balance in the work-life relationship. Simply slip on a supple leather jacket as you go out the door and enter your other reality.

PRITCH's new range throw distinct silhouettes and designs, stretching the colour palette to include classic neutral and mixed white, flowing into look-at-me red, shocking pink, completed with midnight blue, keenly contrasting against AW13's head-to-toe blacks of crazy dark rock 'n' roll chic. These new strong and striking colours are for a woman who isn't afraid to match her clothes to her confident personality and reflects the many personas she slips in and out of throughout the day depending on where she is and who she meets.

Tailoring with detachable portions remains an integral part of this collection, but the emphasis on silhouettes is now gentler, shapes become more feminine through a seductively exposed back and conceal featuring high double collars. Structured lines and laser-cut leather are used to delineate the desirably affluent and socially active woman.

The Designer plays with the concept by making the leather jacket the accessory, rather than the outerwear, changing familiar structure of the jacket and adding the unique PRITCH swagger to it. The Wearer chooses to be attired with skirt, diminutive jacket or a full-length one-piece trench coat.

As the ultimate touch in attention to detail, every item in the P R I T C H collection features an exceptionally comfortable lining and distinctive hand-stitched style befitting the universal quality of the brand.

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