

ESYE



Singapore, ESYE, a homegrown Indonesian clothing line, has announced the launch of its Spring Summer 2012 line. Specifically catered for their ideal women, "The Modern Woman", ESYE is aware of her busy schedule yet her need to keep up appearances. ESYE's latest collection allows a woman to transition smoothly from day to night, walking out of the office and into a dinner party easily.

This Spring and Summer 2012, ESYE brings about a sense of timelessness and elegance through ESYE's ideal wardrobe staples. These staples run a gamut of different styles - be it a pair of cropped chinos that shows off a woman's long legs, luxe floral prints to add a whimsical yet chic twist and blazers that compliment any top or dress. ESYE gives classic looks a modern twist.

The collection portrays a good balance between casual and corporate, redefining the look of the modern-age working woman. The dresses range from bold looks like luxe draping in solid colours like burnt orange to flirtatious looks incorporating soft cream crochet lace. Skirts on the other hand, come in varying silhouettes like the classic A-line cut to body-hugging bandage skirts. Matching the aesthetic of the dresses, they too come in a mixture of fabrics ranging from a pearlescent coral pink to a classic black silk.

Jazz your outfit out with the selection of accessories and bags that ESYE has designed. Inspired by the pastorals of nature and the calm of the sea, the accessories have a dainty decadance to them. Acrylic bangles are adorned with starfishes and white pearls hang beautifully on necklaces. White seashells interlaced with the rose gold chains make a daring yet classy contrast. These necklaces work to elongate the elegant feminine neckline. For a less flashy option, slip on a ring beaded with pearls and flowers. The bags too have been designed to complement the modern woman look. Designed with luxe fabrics like satin which coats a clutch bag, along with diamantes that line the bag to accentuate an air of elegance.

ESYE is located at:

181 Orchard Road #B2-11/22 Orchard Central Singapore 238896 Tel: 6238 6401 Fax: 6238 6085 Website:
www.esye.com.sg

For more information, contact Publicist PR

Cecilia Tan cecilia@publicistpr.com
Publicist PR DID: 6220 6190

Nicole Pow nicole@publicistpr.com
Publicist PR DID: 6220 4082