

Show  
Directory  
Inside!

SUNDAY, FEBRUARY 20, 2011

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*Survival  
of the  
Chicest!*

*The season begins...*

## LUNDSTRÖM COLLECTION

**Name:** Tamar Matossian

**Title:** General Manager

**Booth:** 6937

**So, what's new with Lundström?**

We are excited to introduce Lundström Collection to the European market this year.

**Describe this collection in three words.**

Modern, feminine, and easy to wear.

**What inspired your Fall 2011 collection?**

Combinations of luxurious fabrics, like chintz lace, metallic tweed, and llama coating;

different textures; prints; and cocktail dresses.

**What makes this season unique from your previous Fall collections?**

Classic black is prominent in the collection, acting as a background to trans-seasonal fabrics taking you from day to evening.

**What sets your brand apart?**

Our brand is known for luxurious fabrics, wearable silhouettes, and a fanatical attention to detail. The unique fact that the line is designed and manufactured in Toronto ensures that a superior and meticulously constructed garment is produced. We also have a bridge price point with a designer feel, offering great value with imported fine fabrics and exquisitely fine finishing.

**What are three things every girl or guy must have in his/her closet?**

A little black dress, a statement coat, and a fabulous pair of stilettos.

**What is your one Fall '11 "must have"?**

Lundström Collection's Camel "Cape Coat."

**Are you optimistic about the upcoming season?**

Very excited! This season our collection embodies a confident elegance featuring accents of pale blue and yellow, camel and grey, and fuller skirts and sweaters tied together in feminine, fluid and modern styles.

