

Melka Previews New Autumn Winter 2011 Collection

The exciting Autumn collection takes its inspiration from Swedish landscapes, both urban and rural. Our two main City looks, 'Ostermalm' and 'Humlegarden', extend last season's focus on deep, rich colours and bring in new, stronger highlight colours and an emphasis on bolder detailing.

The Weekend casual area divides into two distinct looks; 'Skuleskogen Forest' incorporates rich autumn shades of orange, brown, purple and green. 'Bothnian Bay' has a fresher feel to it, using a range of blues through washed denim to classic navy with strong red and subtle touches of yellow as a highlight.

The traditional brand values of quality and style are enhanced by a refocus on the use of fine Italian yarns and cloths. There is an increased attention to detailing across the range and with it, a slightly more fashionable edge to the collection.

City Formal Wear

OSTERMALM

The smart city look that Melka is renowned for has been extended into a set of bolder fashion colours. Building on the success of purple last season, bright violet, mauve and pale pink have been added to the colour story. Amber and deep green have also been included as occasional highlight colours. A traditional monochrome area is also an important element within this theme, including grey marl, which is sometimes trimmed with contrasting pink for a striking effect.

HUMLEGARDEN

Melka has always had a strong emphasis on hues of blue, with shirt designs in a range of plains, semi plains and classic stripes. We have updated this area with the introduction of shades of brown, namely chocolate and otter brown, through to strong highlights of gold and deep copper. The browns and rich organic colours are complementary to the traditional palette of the lightweight tweeds and sweaters.

Weekend Casual Wear

SKULESKOGEN FOREST

In the past two seasons the reaction to Melka country colours has been strong. Therefore, we have updated the colour story with rich berry shades to bring a seasonal warmth to the palette. Many of the fabrics are blue or off-white based, but are lifted with the autumnal tones of burnt olive, or antique gold. Purple, blue and brown are also key colours in this area, with burgundy being used as an occasional highlight.

BOTHNIAN BAY

The signature palette of blue and pale neutrals, with a contrasting flash of red, continues to prove successful for this area. This season it has taken a new direction, with the inclusion of chambrays and grey marls. Denim is the main focus of this look, with an emphasis on washes and vintage finishes. Denim blue and three shades of grey marl are used to give a genuine aged, worn look to the jeans.

About Melka

Melka is a lifestyle brand that dresses men with confidence, built on a foundation of quality and its Swedish heritage. Established in Sweden in 1946, Melka has a unique fashion philosophy and a traditional way of relating to the world, combined with modern fashion influences. This philosophy has been evolving for over 60 years and has perfected as the brand has developed into one of Europe's leading lifestyle brands for men.

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Melka Stores and Showrooms are located throughout Europe.