

Melka Launches New Spring Summer 2011 Collection

This season is dedicated to the pursuit of colour and texture. Classic fine cottons in our City formal styles and natural linens and soft washed cottons in our Weekend casual garments in a wide range of solid colours form the heart of the collection.

Weekend – Glass Colour Story

The natural shine and rich colours of glass provide the inspiration for this area, which continues the trend set last summer for the bold use of colour. A core range of bold brights is softened by a range of muted pastels and earthy neutrals. Cottons and linens, always washed are the key pieces in Glass. Brights are used mainly on shirts and piques with the neutrals being used principally on outerwear and jeans.

Weekend – Stone Colour Story

As the title suggests the emphasis here is on natural organic colours taken from naturally occurring elements of the landscape. The classic nautical palette incorporating blues and red has been updated with stone, khaki, elm, sepia, chocolate, yellow and stone. This gives a much more natural and neutral feel to a traditional sailing look. Fabrics used reflect this, washed linens and cottons and easy relaxed styling give this part of the range a very understated casual character.

City – Bright Colour Story

A range of strong bold brights are balanced against a complimentary set of pastels and mid-tones. For every bright there is a more muted equivalent. The look is still smart and formal but with an emphasis on the bold use of solid colour in some instances, but also in the subtle use of brights in shirting and jersey.

City – Ink Colour Story

Ink is an area centred in the use of deep inky blue used in conjunction with dark brown, navy, sky blue and white. Tan is a traditional outerwear shade and in this section we use wheat as a touch colour in shirting and knitwear and also more conventionally for outerwear. The impression here is definitely more neutral than in colour but is still crisp and smart.

ENDS

About Melka

The very first Melka shirt was created in an old theatre on the west coast of Sweden. The year was 1946 and it wasn't only the start of a fashion brand for men. It was the start of a unique fashion philosophy based on our Swedish heritage and a way of relating to the world, combined with modern fashion influences.

Ever since then this philosophy has been evolving and perfected into a unique lifestyle brand for men, providing style and confidence in every occasion.

Melka menswear is distributed by Melka Trading Limited throughout Europe.

For Further Information

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