
DePLOY workSHOP launch online boutique

Posted by emilyburns8 - 2008/08/13 13:51

British design label DePLOY workSHOP is announcing the launch of its online boutique website, where its stunning collections will be available for mail order delivery worldwide.

Until now DePLOY workSHOP demi-couture has only been available to the fashionistas of the Clerkenwell and Islington set through its beautiful boutique on St. John Street. Now everyone can get their hands on this pioneering fashion label at their new online boutique.

DePLOY workSHOP have taken a revolutionary approach to the sustainable fashion conundrum. Each garment is fitted together with a hidden popper system, so that every season wearers can easily update their wardrobes by changing the sleeves on a top, a dress becomes a skirt, a coat becomes a dress, or a jacket can become a waistcoat.

Garments from DePLOY can be regarded as investment pieces as their adaptable design allows the wearer to update their outfits to suit their individual styles and tastes season after season- an ideal choice in times where the purse stings are tightening.

For those who are looking for an outfit that will carry them from office meetings through to drinks soiree in the evening, the DePLOY system can help. Wearers need only pack a colourful cummerbund or remove the sleeves and their outfit is transformed in an instant. It also makes for light packing for the seasoned travellers!

The latest collection is available at the online boutique now at www.deployworkshop.com/store and includes tailored pieces for professional work wardrobes and soft dresses for occasion wear. DePLOY workshop research the practices of all their textiles and garment suppliers, and use the off-cut fabrics and buttons to create beautiful vintage inspired accessories to match by sister label Henniemi.

To check out the new seasons collection please log on to www.deployworkshop.com/store

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Re:DePLOY workSHOP launch online boutique

Posted by JenniferHolloway - 2008/10/05 17:13

Hi we have a press zone for this...this is blatant advertising and we don't allow this on the forums.

if you ever what to send over a press release just send it to jemima@fashioncapital.co.uk. You will have more success than writing this on the forums.

Jenny

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