



P R E S S R E L E A S E

Etienne Aigner: Exotica

The new collection for Spring/Summer 2010

Exotica, luxury, sensuality and fantasy – Udo Edling transforms the AIGNER Heritage collections into pure chic, infusing them with a touch of nonchalance and leisure. Ostrich, python and saurian leather awaken a longing for foreign lands and the portfolio combines a romantic flair for the workaday life with clear modern accents while reviving a solid sense of true values. United with characteristic AIGNER pragmatism, the collection presents expressive designs for every day.

AIGNER Leather Collection

Material

The exotic nature of our leather collection is not only evident in the use of materials but also in the workmanship. Unusual combinations embody energy and fantasy, regardless of whether they are lasered, printed or stamped. In addition to calfskin and soft nappa leather, the collection includes radiant ostrich, saurian and crocodile pieces. Laser processing and double printing even create leather styles of fantasy reptiles that don't exist.

Colors

Fresh, warm colors like Pigment Red and peach are complemented by cool indigo blue and Chianti red. Powdery nuances in beige, chalk and Champagne give the collection a light air while gray-gold, old silver and classic black provide for more luxurious moments.



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Highlights of the bag collection

Orchid: Business bags are made of splendid goatskin embossed with orchids to give the everyday an element of exotica. Add to that a clutch with crocodile look.

Exotica: New bags in chalk, dust (dark gray) and peach give you a comfortable option with practical fasteners and a flap for easy access.

Drapé: Designed with playful, gathered pleats and a saurian-leather look, these bags are printed with an allover horseshoe pattern and an engraved metal cube. Couture!

New Etienne Soft: The successor to the legendary Doctor's Bag will be available next summer in black, natural or Chianti, in a soft version with zipper. Note: The new Etienne in calfskin vintage look has a lasered zebra-nautilus motif.

Carré Soft: The special features of this line include metal detailing. In addition to the polished leather options, there will also be a model in ostrich leather.

Apero: Crystal caviar with a zebra pattern and crystal highlights deliver an air of mystery and a touch of extravagance.

Damascus: The new interpretation of this popular Aigner model comes in a closable business version with exchangeable inlays made of nylon or belt print. It also comes in exotic colors such as orchid or with allover icon patterns.

From the attaché case with "Etienne Aigner" lock in crocodile to the flat laptop bag in black or Chianti, the **Carry All Men**, **New Business** and **Vigo Uomo** lines provide plenty of space for your computer and documents.

Whether it is an icon cover or an allover horseshoe pattern, each of the lines is complemented by the appropriate collection of leather accessories.



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AIGNER Women's Collection

Silhouette:

The new creations for Spring/Summer 2010 offer superb solutions for an active workaday while providing you with true freedom to experiment with different combinations. Dresses made of Jersey or flowing crêpe de Chine, fitted up top and loose down below, complement short bolero jackets that work well with comfortable trousers or printed or embroidered shirts.

Material:

Modern textiles such as taffeta, radzimir silk, satin, tricotine and crêpe de chine ensure comfort in motion. Materials such as Jersey, silk, viscose, linen and cotton as well as printed or embroidered high-tech fabrics (nano polyester) and unicolors complete the repertoire of materials.

Colors:

The range of colors is based on four themes.

- From combinations of café and white to Chianti and warm orchid (pink).
- Beige and light beige complement accent colors like burnt red and Pigment Red.
- Cool lava (black), ink (anthracite), indigo (dark blue) and sky blue.
- Soft, powdered tones like dust, taupe, peach and yellow complete the summer spectrum.



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AIGNER Men's Collection

Silhouette:

The silhouette of the line is more slender while the overall impression is lighter and more sensual. The Aigner man wears a white cotton shirt and a fitted leather blouse to go with linen jeans. Elegant city slippers with a snakeskin look and a messenger bag complete the style.

Materials:

Characteristic of the line: A subtle mix of materials with prominent details. The main focus is on summery linen and soft cotton united beautifully with technical materials.

Colors:

Blue and stone nuances like ink, indigo, sky, dust, and warm gray define the collection. Lava completes the offering. As in the women's collection, summery hues like café, Chianti, beige and light beige set the tone. Muted colors are coupled with strong, contrasting accents like burnt red and Pigment Red.

The new AIGNER Exotica Collection brings you on a tour of the world and a voyage through the creativity of the everyday. Udo Edling presents refined exotic and pragmatic luxury in their purest forms. It is a collection full of fantasy and creative license, both modern and utterly authentic – right in line with the character of the horseshoe.

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