



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

Nobilis, in the name of the horseshoe

The 2010 Fall / Winter collection from Etienne Aigner

For the coming winter, our art director Udo Edling combines Etienne Aigner leather tradition with contemporary trends. Innovative workmanship is mixed with modern interpretations of 16th-century styles, the age of knights and the Renaissance. Sophisticated metal work and craftsmanship provide inspiration for the noble character of our new collection, which is a symbiosis of past, present and future.

AIGNER leather collection

Materials

A selection of lordly materials and fastidious artisanship are an absolute must at Aigner. Whether we're dealing with metals, dies, lasers or embossing, the coming Fall season will feature a plentiful range of leatherwork. In addition to the classic calfskin pieces, the upcoming models will highlight exclusive and exotic crocodile imprints, python designs and stingray surfacing. Materials will be given a metallic look with reliefs and cloqué, either printed or in combination with leather to complete the spectrum.

Colors

Shades of black, blue-black, brown-black, dark purple, burgundy, british green, shiny metallic copper, brass, steel and old silver mix with lively red, orange and fuchsia as well as natural tones like cognac, beige and taupe.



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Highlights from the leather collection

Nobilis: These high-end luxury models come in an evening bag, a mini or a purse adorned with a shoulder strap, chains and rivets. They reference the 16th century with a stingray look, lavish, forged metal embellishments and lava coloring.

Chevalier: These highlight shows real python. The eye-catcher: elegant metal reliefs with the renowned Aigner horseshoe. Comes in old silver and gold.

Boulevard: Features from this line include the sublime leather structures with debossed chains and stirrup elements on the handle. Comes in black, gray, taupe and cognac.

Arabesque: Opposites attract: soft bags with reinforced handles and chain detailing. These models made of soft nappa have laser ornamentation that recalls Renaissance smithing techniques. Comes in black, ebony, chianti, warm gray and old silver.

AIGNER women's apparel

Silhouette

The creations for Fall / Winter 2010 are a modern interpretation of the Elizabethan era. The contours are sharp and dynamic. Voluminous overcoats with opulent collars are featured along with capes and trench coats made of wool and cashmere. Micro and maxi quilted jackets are in step with the lightweight gear donned by Renaissance knights. Short jackets and blazers present natural but emphasized shoulders. The characteristic feature of the epoch, the collar, becomes an accessory of its own: prominent and removable in knitted, Jersey and pelt versions. Straight or fitted riding-style pants enhance the overall shape of the silhouette.



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Materials

Striking materials, metallic effects on various surfaces, and rich webbing or knitted structures all work to enhance the new collection's motif. Light micro tweeds, modern bouclé wools, velour, nappa and satin complete the range of materials.

Colors

The range of colors accompanies four motifs:

- Warm gray - dark pearl (gray) - purple - couture (pink) - powder
- Black - Chianti - orange - white
- Cord - taupe - British racing green - night (dark blue) - sky (light blue)
- Chocolate - red - beige - metallic bronze

The new Nobilis collection from AIGNER is ideal for strong, feminine women who want to create a look that is independent of fashion trends and who appreciate timeless values such as workmanship, panache, tradition and a love for leather. AIGNER's recipe for success: pragmatic luxury in the name of the horseshoe.

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