

MEDIA BRIEFING DOCUMENT – JANE & MARILYN

Background

- Jane & Marilyn is a new fashion label launched in February 2011
- Jane & Marilyn is an e commerce business
- The online boutique can be found at www.janeandmarilyn.co.uk
- Jane & Marilyn provides grown up glamour for real women
- The collection is designed for woman of all ages who appreciate a grown up but feminine, sophisticated kind of glamour
- The Jane & Marilyn collection is inspired by the flattering, elegant style of the 1950s
- The dresses are designed to be both luxurious and practical, suitable for a variety of situations – work; play; events
- The Jane & Marilyn collection is not fast, disposable fashion, rather it's 'forever fashion', designed to be worn and loved year in, year out
- Most of the Jane & Marilyn collection is trans-seasonal, designed to be worn year round
- Jane & Marilyn has been launched by two experienced businesswomen (Jane and Marilyn), who met when they were eight years old and have been best friends ever since

The Collection

- Jane & Marilyn's collection comprises 10 versatile dresses in a variety of colours from essential black to jewel brights and flattering neutrals
- Jane & Marilyn's collection is available in sizes 8 to 16
- All dresses are made in the UK
- Most of the cloth used for the dresses is produced in the UK much of it by one of the finest weavers in England
- Jane & Marilyn dresses are made in pure wool, silk or cotton and are fully lined in pure silk
- Jane and Marilyn dresses emphasize the waist
- All dresses are designed to fall below the knee
- Jane & Marilyn's designs have been created with the Season's events, and dress codes, in mind
- Most of Jane & Marilyn's designs have versatile, flattering three quarter length sleeves
- The Jane & Marilyn collection retails for between £595.00 and £845.00
- 'Atelier Jane & Marilyn' based in Richmond, Surrey will also provide alterations and a custom service for customers wanting a modified design, different colour or even a bespoke couture garment

Spokespeople & Subjects

Biogs and interviews are available with Jane and Marilyn, upon request and by arrangement with Pilotmax.

Areas for comment/feature angles include dressing appropriately for different occasions/sizes/shapes/ages, the appeal of 'vintage' style, in addition to the size zero issue and the rise of the older woman.

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www.janeandmarilyn.co.uk