



Summer 2012

The new collection explores the various facets of a ba-rock-mantic woman and develops accessories with a line of about twenty rock'n'roll accented items. The French singer songwriter Zazie will again be the "Mais il est où le Soleil?" muse for the summer season 2012.

The summer collection 2012

The "Mais il est où le Soleil?" summer collection 2012 features three facets of the same woman, a woman who loves to dress depending on her mood at the moment.

Baroque and precious, she loves dresses and party outfits decorated with powdered lace, black ribbons, printed sequins and embroidered tulle.

An adventurer and very natural, she travels in clothes washed out by the sun. She likes leather mixed with jersey, geometric prints, and oversized cuts held with a big belt...

A romantic at heart, she spends her summers at the beach and plays in light materials with polka-dotted or striped patterns. All of which are in bright colours, the pinks and turquoises that "Mais il est où le Soleil?" is known for.

Accessories are key

"Mais il est où le Soleil?" is making a splash this season with a real accessories collection. Edwige De Beule, an accessories stylist for over ten years, and a new member of the label's design team, has created about twenty rock'n'roll inspired pieces with strong identities.

Natural leather belts, chiffon print scarves, handbags that combine two materials... : creative accessories, rich in original 'Soleil' details.

Point of sale information

www.ousoleil.com

Press contact

For more specific information, please contact us at advertising@ousoleil.com

