

## Nicola de Main Launches Exclusive Capsule Collection for asos.com

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“We’re Eclectic and Anything Goes” collection designed exclusively for asos. New designer collaborations proving a great success.

London: Following on from the success of previous Premium Brands Boutique collaborations, fashion e-tailer asos.com has launched an exclusive capsule collection by designer Nicola De Main.

Nicola de Main launched her own label in July 2004, winning her the prestigious ‘Fashion Futures Young Designer of the Year’ award. Known for her wearable catwalk fashions, Nicola works alongside James Millar (formerly of Jonathan Saunders) to create stunning bold prints which have become a key element of her collections.

Launched on the 8th September 2008, the capsule collection, named “We’re Eclectic and Anything Goes” comprises six dresses which have been designed exclusively for asos.

Inspiration comes from magpie-like fashion where East meets West in a fusion of oriental fabrics, delicate lace overlays and

colourful modern prints.

A rich colour palette of hot pinks, navy and gold work with various dress shapes - from the simple but classic 60s shift through to the 80s high glamour cocktail dress - create a collection which is a rich tapestry of styles, entirely individual and ultra wearable.

“Working with ASOS has been really fun. It's really exciting to make a collection that will have a wider appeal. I have also enjoyed seeing how the other end of the fashion world works and applying it to my own label. I am looking forward to see what happens next...” Nicola de Main.

Nicola de Main for asos.com, launched Sept 8th 2008. Price range: £75-£95.

[www.asos.com/Women/A-To-Z-Of-Brands/Nicola-De-Main-For-As...](http://www.asos.com/Women/A-To-Z-Of-Brands/Nicola-De-Main-For-As...)

Note to Editors:

Nicola de Main

As a rising name in the London fashion scene, Nicola de Main is now in her 7th season and designs Womenswear clothing that is simple and well cut, with colour and intricate print remaining key to each collection.

Trained in Leeds, Nicola took her first job at internationally acclaimed fashion designer Hussein Chalayan. Since then, Nicola has gone on to work on projects with other leading fashion names such as Jane How, Jodie Barnes and Adele Clark.

Nicola's vision is to create wearable catwalk fashion, which is luxurious and desirable. This design ethic has gained her some of the most prestigious and luxurious international stockists such as PUB Stockholm and Birbs's Italy - and now online with asos.com

asos - Premium Brands Boutique Collaborations

asos.com continues to boost its fashion credentials with an impressive portfolio of Premium designer brands and exclusive design collaborations with some of the industry's best fashion designers.

The Premium Brands Boutique was launched in September 2007, with exclusive collaborations from PPQ and Sara Berman.

The PPQ for asos.com collection comprised re-issued iconic designs from the PPQ archives, whilst By Berman for asos.com, now in its third season, continues to showcase the designer's signature styling across clothing and accessories.

Collaborations between designers and asos.com are growing into 2008 with the launch of the Nicola de Main for asos.com collection.

asos.com, fashion, Nicola de Main, Nick Robertson, designer, clothes, clothing, dress, dresses, lace, print

About asos.com

Launched in 2000 by Nick Robertson, asos.com is firmly established as the UK's leading online fashion store. asos.com offers an extensive range of own brand women's and men's fashion, designer labels, lifestyle accessories and cult beauty brands. asos.com is the second most visited on-line clothing store in the UK attracting over 3.3 million unique visitors per month, and has received numerous awards such as Drapers E-tailer of the Year 2006, Retail Week Online Retailer of the Year 2007, and Business XL Company of the Year 2007, to name a few.

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