

Zakee Launches Exclusive Capsule Collection for asos.com

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Designer Zakee Shariff's "Zakee for asos" collection designed exclusively for asos. New designer collaborations proving a great success.

London: Zakee Shariff, the London-based artist and designer is collaborating with asos.com to produce an 11-piece capsule collection named "Zakee for asos".

Launching at the end of September 2008, the collection taps into Zakee's signature handwriting of illustrative expertise, craft-like embroidery and lo-fi graphic grace, making the collection instantly recognisable.

"I'm so excited to be working in collaboration with asos to produce a capsule collection. I have used my prints and motifs and transferred them to ultra feminine and fun designs," says Zakee Shariff.

Users of asos.com can choose from a fabulous array of dress silhouettes and prints, across a variety of colourways. "Farida" mixes mini heart prints with a button front princess collar to create dreamy fashion delicacies, whilst "Filly" livens up the Zakee world with striking rose prints and signature star motif. For bolder looks, Zakee's statement rainbow darts across a tiger

print tunic named “Fred”, and vivid blue animal prints appear on floaty dress “Felicity”.

For those dress down days, there is an adorable tiger print oversized “Fifi” tee to bring out one’s inner fashion roar! And the styles from “Frankie”, “Freddie”, “Ferdie” and “Fella” must not be forgotten. Whichever shoppers opt for, they will have an instant new-found fashion friend!

Zakee for asos - Price range: £15 to £60

www.asos.com/Women/A-To-Z-Of-Brands/Zakee-Shariff/Cat/page...

Notes to the Editor

Zakee Shariff set up her studio in 1993, making art and working freelance with a variety of fashion and textile-based clients. In 1996, she launched the Zakee Shariff ladies clothing collection, with a younger diffusion line called Maggie, introduced in 2001. Both brands were extremely popular, selling across the globe, and a cult following developed for Zakee’s work.

asos.com, fashion, Zakee Shariff, Nick Robertson, designer, clothes, clothing, dress, dresses, 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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