

MELANIE LYNE

FALL 2009 TREND REPORT



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Everything you need to get you through the week in style!

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Neutral Territory



Versatile and wearable, neutral shades of grey, from charcoal to platinum and sumptuous browns, from light mocha to dark chocolate emerge as two of the season's core colour stories. Never to be relegated to the sidelines, black however reigns supreme in both luminous and matte finishes and looks its luxurious best when worn head-to-toe or as a darkly elegant complement to jewel toned items.

Jewel Tones



Saturate your fall wardrobe with the season's seriously glamorous jewel tones: sizzling sapphire blue, amethyst, chartreuse, rouge and magenta. The perfect partners to neutral ebony, silver and bronze, richly coloured pieces add a brilliant splash of deeply feminine colour.

Comfort Zone

Keep autumn's chill at bay with cozy, cocooning knit dresses, cardigans, chunky sweaters, turtlenecks and swackets. New details such as dolman and kimono sleeves ramp up the voluminous, comfortable feel.



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Brave New Mix

This season it's all in the mix. Jackets, dresses, coats and tops sport a mélange of textures as knits mingle with woven fabrics, matte fabrics combine with shiny textures, pleated finishes mix with smooth surfaces and lace pairs with mesh. Adding to fall's rich visual landscape are the season's eye-catching patterns and prints. Best bets include: plaids, checks, stylized abstracts, animal prints and paintbrush designs.



Tailored and Polished

Channel the polished femininity of the 1940's with head-to-toe suiting, chic sheath dresses or slim pencil skirts paired with smartly tailored vests. Versatile stand-alone jackets, many with waist-defining details, also combine with tailored pants, skirts or shift dresses for an instantly modern silhouette that takes you from 9 to 5 and beyond.

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Architectural Accents

Make a bold move by adding pieces with strong architectural accents to your fashion skyline. Coats and jackets sport face framing collars, bold sleeve and hemlines shapes, belt detailing, strong shoulders, exposed zippers and shiny fastenings, building the foundation of a confident fall look.

Long and Lean

It's official, the season's newest silhouette in tops, jackets and cardigans falls to the hip for a longer, leaner look.



Frill Seeker

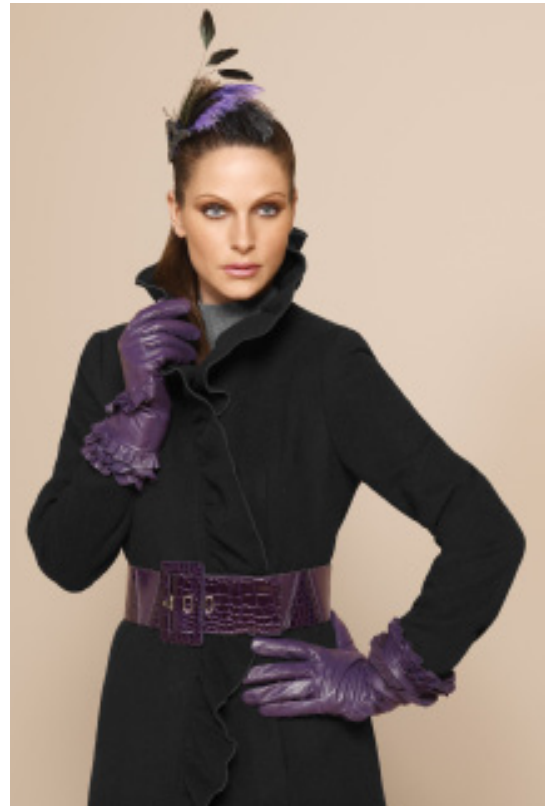
Frankly feminine details rule the season with ruffle, ruching and lace accents adding decorative prettiness to sweaters, dresses, blouses and knits.

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Purple Reigns

Strong on the accessory colour front is purple! Handbags, jewellery, gloves and scarves all get regal purple good looks this season. Dramatic red also adds some heat to fall's must have accessories.



Tip Top Treasures

Head into the season in a fashionably functional hat. Pageboy and conductor hats continue to turn heads in fresh plaids, new tweeds, angoras and lurex threaded options. Domed hats and seriously slouchy beanies offer a new twist to headwear, while charming feathered headbands give a nod to nostalgic feminine glamour.

Hands Down Favourites

A pair of supremely detailed gloves and a patent or exotic skin bag (faux of course!) spell Luxury with a capital L! Bows, buckles, pleating and patent details give gloves a style makeover while patent, faux croco, python and leopard skin bags are the perfect accent to well-gloved wrists.



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Luxe Lady



Layer on the luxury with accessories that celebrate fearless, sophisticated dressing. A statement making necklace is a style essential, with multi-strand chains detailed with decadent pearls, varying links, feminine flowers or bows taking the season by storm. Vintage inspired pieces also adorn the neckline with exaggerated stones, filigree accents and mesh detailing.

Perfectly Wrapped

Wonderfully tactile capes and capelets are this season's accessory standouts and easily work back to just about everything in your closet! Scarves also offer an instant style update with ladylike printed scarves being worn loosely at the neck and elastic insert scarves caressing the neck with sumptuous, feel-good ruffles.



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Product Information

Coverpage

File name: poncho_3-053636.jpg

Double breasted knit capelet, \$85.00.

Black **Off the Record™** jeans, \$95.00.

Red tartan plaid conductor hat with patent trim, \$22.00.

Mesh hoop earrings with bead dangles, \$16.00.

Red cashmere blend gloves with black bow detail, \$38.00.

Page 1

Neutral Territory

File name: outerwear_4-054620.jpg

Sand belted coat with knit sleeve detail and high low hem, \$340.00.

Grey and black knit slouchy beanie, \$36.00.

Jewel Tones

File name: dress_03-054179.jpg

Sapphire blue stretch satin dress, \$245.00.

Black feather headband with flower detail, \$28.00.

Jet stretch bracelet, \$28.00.

Comfort Zone

File name: dress_1-053409.jpg

Taupe knit dress with cowl neck, \$185.00.

Black beret with sequin detail, \$45.00.

Jet domed ring with crystal side stones, \$20.00.

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Brave New Mix

File name: poncho_1-053511.jpg

Black and sand plaid front jacket with knit sleeves and back, \$120.00.

Black **Off the Record™** jeans, \$95.00.

Black faux python patchwork stretch belt with buckle detail, \$35.00.

Mesh chain necklace in hematite, \$30.00.

Black studded tote with fringe detail, \$55.00.

Tailored and Polished (photo on left)

File name: ML_sportswear1-062065.jpg

Black and white herringbone vest, \$145.00.

Black and white herringbone skirt, \$135.00.

White long sleeve blouse, \$85.00.

Black satin clutch with rhinestone detail, \$38.00.

Epoxy teardrop earrings with filigree detail, \$22.00.

Black satin rosette pin, \$15.00.

Jet domed ring with crystal side stones, \$20.00.

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Product Information

Page 2

Tailored and Polished (center photo)

File name: ML_sportswear3-062572.jpg

Purple boiled wool belted jacket, \$245.00.

Grey straight skirt, \$125.00.

Purple patent purse with front flap detail, \$65.00.

Black leather gloves, \$50.00.

Gold asymmetric bangle, \$24.00.

Plum bead stretch bracelet, \$28.00.

Gold and topaz square link bracelet, \$28.00.

Page 3

Architectural Accents

File name: outerwear_1-054353.jpg

Purple belted coat with architectural collar, \$235.00.

Charcoal wide-leg pants, \$145.00.

Purple leather gloves, \$55.00.

Purple faux croco tote with tassel detail, \$55.00.

Dangle earrings with amethyst faceted glass detail, \$26.00.

Long and Lean

File name: ML_sportswear2-062234.jpg

Black swacket with ruffle front, \$88.00.

Black **Off the Record™** jeans, \$95.00.

Black angora blend pageboy hat, \$38.00.

Black mesh hoop earrings, \$18.00.

Frill Seeker

File name: dress_2-053778.jpg

Fuchsia v-neck halter dress with ruching and rosette detail, \$275.00.

Crystal choker with organza ribbon detail, \$36.00.

Plum stretch bracelet with stone detail, \$28.00.

Rhodium filigree stretch bracelet, \$38.00.

Rhodium and crystal oval link bracelet, \$25.00.

Jet domed ring with crystal side stones, \$20.00.

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Purple Reigns

File name: Outerwear_3-054568.jpg

Black stand collar coat with ruffle collar and placket, \$325.00.

Headband with feather and seed bead detail, \$24.00.

Purple leather gloves with ruffle detail, \$75.00.

Purple faux python patchwork stretch belt with buckle detail, \$35.00.

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Tip Top Treasures

File name: accessory_7-054094.jpg

Red domed hat with faux-croco band, \$30.00.

Red and black plaid silk chiffon scarf, \$48.00.

Red cashmere blend gloves with black bow detail, \$38.00.

Grey short sleeve mock neck top, \$55.00.

Hands Down Favourites

File name: faux_snakeskin_tote.jpg

Brown faux-snake skin purse, \$120.00.

Hands Down Favourites

File name: red_faux-croco_purse.jpg

Red patent purse with faux-croco trim and tassel detail, \$55.00.

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Luxe Lady

File name: accessory_1053929.jpg

Double strand faux pearl necklace with large flower insert, \$28.00.

Faux pearl necklace with bead inserts, \$25.00.

Chain necklace with faux pearl inserts, \$30.00.

Stone dangle earrings, \$25.00.

Perfectly Wrapped

File name: poncho_3-053636.jpg

Double breasted knit capelet, \$85.00.

Black Off the Record™ jeans, \$95.00.

Red tartan plaid conductor hat with patent trim, \$22.00.

Mesh hoop earrings with bead dangles, \$16.00.

Red cashmere blend gloves with black bow detail, \$38.00.

Items available at select Melanie Lyne stores. www.melanielyne.com 1-877-973-6090

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For high resolution images, product samples and additional information contact:

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