

# Caren Pfleger Without Caren - The Story Continues



With creativity and a sense of beauty and enthusiasm, designers Nathalie Schönenberger and Olivia Fischer carry on the story of Caren Pfleger. An eye for both zeitgeist and trends, high-quality and luxurious materials, sustainability and exquisite craftsmanship continue to define the brand.

The Autumn/Winter 2015 Collection is centred around high-quality, soft and long-lasting cashmere. The collection offers a wide variety of textures ranging from fine material to thick knits. It offers timeless basics as well as innovative highlights with an exceptional passion for detail.

A special feature of the collection are the new high quality, light weight fine knit (16gg) cashmere pieces. These garments are especially made for us with the finest quality.

This Autumn's colour palette is based on natural shades such as beige, noisette and cream as well as grey, black and navy. The trademark of the brand is a narrow stripe that is present on all garments. Whether it presents itself in a prominent way in a contrast colour or appears as a subtle accent on the sleeves – this attribute will be part of the brand, ensuring its recognition value and becoming a fashion statement in itself. For us, fashion is more than just clothing - we want to create fashion that is suitable for daily use but that is also inspirational. Our designs represent a simple elegance that can be used as a means of expression for women of any age.

We purchase our luxurious cashmere yarn from Inner Mongolia, home of the cashmere goats. This region has a long tradition in the manufacturing of fine cashmere yarn and our partner is a passionate expert in the field. In order to guarantee a flawless quality, the production of the cashmere yarn is subject to strict supervision.

The collection can be viewed and ordered at the Caren Pfle-

ger showroom in Zurich. It is available in select boutiques and department stores in Switzerland and abroad, beginning Autumn 2015.



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