Lacoste Live debuts in Singapore with decidedly spirited boutique by Jammiejas

Article published on August 24th 2012 | Shopping

Lacoste Live is just like Lacosteâ€™s college-attending and preppy younger sister. In the last season, the brand channelled cheerleaders and rollergirls by offering a collection with a distinctively sporty slant. However, there has been a bit of a change this season. The Autumn Winter 2012 collection sees the little sister of Lacoste cleaning up her act and reeling in her playful styles; she is now a studious library-going ingÃ©nue and having a penchant for Peter Pan collars and soft, pastel hues.

Lacoste Live store occupies the corner of Cathay Cineleisure on the 1st and 2nd floor. You can get apparels ranging from dresses and tops for the ladies together with slim cut polo T-shirts, shirts, berms and pants. The collaboration with Micah Lidberg is also present there. In conjunction with the official launch of the store on 12th August, Lacoste Live ambassadors plan to parade down Orchard Road for involving shoppers in photo-taking and mini-activities.

Plaid checks and horizontal stripes are a must buy in the Autumn Winter 2012 collection, as are dainty knits in blush pink and white along with shawl cardigans in mustard and navy. The mustard is also available on a cropped â€˜University of Lacosteâ€™ bright sweatshirt. It is not all mono-hued and sedate though, amazing pieces in the 27-piece line consist of a sporty sweatshirt, as well as, a dress that is adorned with Japanese wave prints (together with a couple of crocodiles) in shades that are easy-on-the-eye such as baby pink, light blue, coral and navy.

On the ground floor is the Lacoste Live boutique and the ground floor is occupied by the Lacoste boutique. Even if someone is not aware about the stores, it is absolutely clear at a glance, which store is located at which floor floor. The Lacoste Live boutique is assuredly young, spirited and fun, while Lacoste above is minimal, clean and sleek. The Lacoste Live Fall/Winter 2012 Collection launched in Singapore with much haughtiness on 11th August. Lacoste is building their reputation based on basic values of elegance and authenticity. They have become a real lifestyle brand and symbol of relaxation and elegance at the same time.

Lacoste, a world-famous lifestyle brand name, brings to mind unmatched quality and style as far as lifestyle and fashion apparel are concerned. Lacoste boutiques are an origin of inspiration with their rich superfluity of Lacoste perennial favourites and refreshing updates. This brand symbolizes the quality classic, which has revolutionized todayâ€™s sportswear and continues to provide the same comfort, quality and solidity on which this world-famous lifestyle brand has built its name.

So, just snap up the pieces of this superb collection, before they are gone.

Article Source:
http://www.articleside.com/shopping-articles/lacoste-live-debuts-in-singapore-with-decidedly-spirited-boutique.htm - Article Side

Jammiejas - About Author:
Author is well known for his great writings in which he has written many articles on a singapore online shopping and a]http://www.herworldplus.com/shopping>orchard road shopping.

Article Keywords:
shopping in Singapore,online shopping clothes

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