



## **Unique Performance Wear Introduced in Alan Paine's Autumn/Winter 19 collection**

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The Alan Paine Country Collection continues to grow and evolve each year and, ahead of the launch of the global brand's Autumn/Winter 19 collection, the brand is excited to announce that they are introducing a pioneering waterproof technical tweed effect range. This, together with super new tweed colourways, a greatly extended range of men's and ladies' shirts and long-awaited brushed cotton stretch jeans herald the company's most extensive collection yet.

Crafted from a specially designed twill weave fabric exclusively developed for Alan Paine, the Axford range of super lightweight waterproof products in the brand's new and exclusive technical tweed effect range all offer the functionality you'd expect of performance-wear with the added benefit of being easy care. The fabric has a minimum 5,000 water column with a highly breathable membrane on the back, affording protection and comfort during use. The striking check design is uniquely developed for the brand and the durable cotton blend fabric is designed to withstand thorns and brambles. With a choice of coat, shooting waistcoat, breeks and cap and available in a desirable country green check, these cutting-edge tweeds take shooting wear to the next level.

The brand's perennially popular Combrook and Rutland tweed ranges offer several new innovative colourways, including a stunning marled chocolate brown tweed with dusty pink over-check in the Combrook ladies' range and in the Combrook men's range, a soft biscuit base with striking flame, ochre & oak over-check. The Rutland ladies range introduces a new softer handle coat in an eye-catching fern green with lilac and violet over-check.

The soft-touch Felwell range of ladies' quilts is enhanced with the addition of a long coat and new colour oak brown. Featuring a water repellent, outer and a soft multi-layer fibre filling, the garments combine style and comfort.

The men's and ladies' range of mid-layer fleece must-haves are extended, with the addition of new colours magenta, grape, moss and shark together with a whole host of new shirts. Available in colours designed to complement the tweed and waterproofs ranges, stylish brushed cotton stretch jeans are a new addition and created with movement in mind.

Alan Paine have cleverly created a Surrey capsule range of exquisitely tailored separates to take you from the field to the town. These offer effortless elegant pieces for dressing up for the field or for relaxing at the end of the day in a choice of uniquely designed tweeds specially created for the brand.

Alan Paine will launch their new collection at Beta International in January on stand P3.1 and will also be exhibiting at IWA on stand 4-303 and the INDX Menswear Show. END

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