



CHIEMSEE SUMMER COLLECTION 2011



The new Chiemsee Summer Collection 2011 is based on a variety of styles that will cut a brilliant figure whether on the beach or on the streets. Young and urban lifestyle issues (ICON, Beach Vibes) and sporty elegant outfits (Coast Line, Original) can be interpreted individually and together.

Colours

The new Chiemsee collection is coined by muted colours that are highlighted with fashionable ones like pink, violet or lime. Furthermore Chiemsee picks up the fashion trend of neon colours and uses them to accentuate selected styles. Those looks resemble the Chiemsee collections of the Eighties.



Cuts

Classic cuts and lines meet modern-cut styles. High-quality soft shells, casual Hoodys, Polo shirts and a wide range of shorts / board shorts in various lengths and sections show the diversity of the collection.

Patterns



For T-Shirts, Bikini and Board shorts graphic prints, wordings and young sporty All-Over-Prints are announced. The world famous Jumper logo is used as classic retro print to transfer the authentic Chiemsee look. In addition, classical design elements, such like checks or stripes are redefined and become important part of the collection.