

asos.com Unveils its New Summer Luxe Collection

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This year's summer Luxe collection, inspired by Cleopatra and the Art Deco movement, includes a dress for every summer occasion

London, May 2008: asos.com unveils its new summer Luxe collection, which, this year is inspired by Cleopatra and the Art Deco movement evoking an exotic mood.

Sumptuous quilted decoration and embellishments are textured and patch-worked together creating a fresh new look for the evening dress collection at asos.com.

The collection comprises of 8 dresses in a beautiful array of silk satins and silk chiffons. Silhouettes remain true to form with floating empire dress shapes through to sexy low back shift shapes.

"The Luxe by asos.com collection is ultra glamorous and, with that added attention to detail, always gets a fantastic reaction from our shoppers," states Moriamo Oshodi, asos.com Womenswear Head of Buying.

A block colour bandeau dress with scattered stud detailing appears in zesty shades, whilst a delicate sheer butterfly cut dress in aqua and purple is equally feminine and whimsical. The little black dress option appears in layered silk chiffon with gold embroidered neckline, enabling a dress for every summer occasion.

Price range: £65 - £110

www.asos.com/Luxelpwlp020508/Cat/pgehtml.aspx?cid=4866

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For more information, please contact:

Susie Young
ASOS.com
2nd floor
Greater London House
Hampstead Rd
London
NW1 7FD

020 7836 1284
press@asos.com
www.asos.com

About asos.com

asos.com is the UK's largest online fashion and beauty store, attracting over one million visitors a week. With over 9,000 products available and 500 new lines added each week, asos.com is the online shopping destination. Since launching in June 2000, asos.com has won numerous awards including 'Retail Week Online Retailer of the Year' 2007 & 2008, 'Cosmopolitan Retailer of the Year 2008' and 'In Style Best Online Shop 2008' to name a few.

[You can find this press release here](#)