



**MEDIA RELEASE – for immediate use**

**12 March 2009**

### **Silkbody – Winter 09**

The new Silkbody Winter 2009 range delivers urbane, innovative styling combined with the luxury of silk for every facet of contemporary living. A commitment to comfort, stylish design and functional detailing defines a signature Silkbody piece.

This season we have created three separate stories for you: Everyday, Outdoor and Travel. We have selected warm organic hues to bring subtle colour to the colder months; hot and spicy Lava, deep rich Aubergine, mossy Spruce, crisp Arctic, smoky Wolf, and a bold Spruce and Silver stripe.

#### **EVERYDAY**

Wear Silkbody for a touch of luxury in your everyday life. Feel comfortable in any temperature with superior breathability and moisture management. Because your Silkbody is so light and soft, you hardly feel like you're wearing anything at all. Perfect for layering. New this season is the Silksidein zip front hoodie for men and women (pictured); the perfect blend of directional styling and extreme comfort. Available in Wolf and Black in sizes S, M, L, XL and XXL. RRP\$235

#### **OUTDOOR**

Silkbody always performs, even in nature's most extreme conditions. Technical fabrics provide climate control and a comfortable buffer between your skin and the external environment. Our Silkspun zip neck long sleeve top provides a perfect base for your outdoor pursuits, keeping the body comfortable in all temperatures. Available for both men and women, in an assortment of wintry colours and in all sizes. RRP\$179

#### **TRAVEL**

Silkbody lets you travel light and smart. Free your body and enjoy the journey with fabrics that are cool when required and warm when you want to feel cocooned. A comfortable journey is a pleasant journey. Our new long sleeve v-neck dress is going to be your "new favourite thing to wear" this season. With an elegant silhouette, created by the empire-line drawstring tie and the use of luxurious Silkspun fabric, this is a chic, stylish piece that is lightweight and perfect for travelling. Available in black and wolf, this gorgeous dress retails at \$199.00 and is available in XS, S, M, L and XL.

#### **About Silkbody**

Silkbody is created by father and daughter team David and Emily Cooper in Dunedin, New Zealand.

"Silk has captured our imagination, as it did civilisations before us. At Silkbody we are passionate about developing silk clothing for a new generation. In today's world of petrochemical dependence, it's important to be able to wear clothing that's completely natural. Each Silkbody garment carries the story of its evolution from nature - from the finest fibre spun by the tiny silkworm, to the incredibly lightweight, luxurious finished garment. Once you discover Silkbody you won't want to wear anything else against your skin."

Silkbody natural silk clothing is designed in New Zealand and sold in over 150 stores worldwide, including Australia, the UK, and Germany. The brand has received critical acclaim for its soft, stylish clothing that's perfect for everyday, outdoor and travel. The SilkFleece

product was awarded an OutDoor Industry Award in Germany for high-performance technology.

The full range is now available to buy through our NEW online store [www.silkbody.co.nz](http://www.silkbody.co.nz)

Ends

For images or more information contact:

Email: [emily@silkbody.co.nz](mailto:emily@silkbody.co.nz)

Tel: + 64 3 4740 425

Cell: + 64 21 455 685 Emily Cooper

**[www.silkbody.co.nz](http://www.silkbody.co.nz)**

Silkbody  
PO Box 5155 Moray PI Dunedin 9058 NZ  
Freephone 0800 SILKBODY Ph +64 3 474 0425 Fax +64 3 474 0625  
Email [info@silkbody.co.nz](mailto:info@silkbody.co.nz) [www.silkbody.co.nz](http://www.silkbody.co.nz)