

pleasure state™

TREND LETTER

AUTUMN | WINTER 2010

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Science Fiction, Space, the 5 Elements; a universe miles away from reality yet enthralling, filled with mystery and wonderment that harness the beauty of the unknown and equate to something out of this world.

This season, Pleasure State has taken this theory and captured the strength and essence of a sleek modernity, embracing the contemporary styles of modernism fused with Science Fiction influences and three-dimensional design. From the 3D application of the 5 Elements in Pleasure State White Label, to a Vision of the Future in Pleasure State Couture and the powerful, seductive Sci-Fi Goddess for Pleasure State VIP, the brand plays on the concept of modernism to offer collections that are powerful, yet glamorous, sexy and feminine.



Pleasure State White Label - Kaleidoscope

Pleasure State Couture - Astral



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white label

3D APPLICATION OF THE 5 ELEMENTS

This season, Pleasure State White Label has taken inspiration from the 5 elements and adopted a technical approach to portray them in a new modernity. Wood, Fire, Earth, Metal and Water come together in a 3D application to create a collection with characteristics of fused modernity. Focusing on an organic approach, Pleasure State White Label conveys the soft fluid design lines to perfectly transcend a sense of youth and femininity. The beautiful complexity of shapes, structural forms and lines, channels each of the elements, producing a natural integration between the environment and the modern world.

The beautiful complexity of shapes, structural forms and lines, allows Pleasure State White Label to channel each of the elements to produce a beautifully organic collection that plays on the natural rhythmic movements of the Earth. Aether, either in emerald green or amethyst, is fashioned from soft stretch satin and lace finished wonderfully with a silver hued bead and transparent droplet. Drawing inspiration from the crystals that deflect a rainbow coloured light, Kaleidoscope makes use of 3D application with this print exclusively designed by Pleasure State. Spectrum is striking in a magenta mirrored print on smooth stretch satin with soft graphic lace, dramatic in style yet still soft and feminine. A multitude of detailing and adornment, such as delicate leaf shape embroidery or metallic gold sequin motifs, demonstrate the complexity of the collection.

Pleasure State White Label offers a variety of intimate pieces, displaying a beautiful and modern elegance that resounds through each range. Tops, chemises, teddies and corsets show exquisite flow with the core theme offering a colour medley ranging from diamond pink, amethyst and ecru fused with gold to bring a luscious earthly feel.



Pleasure State White Label - Spectrum

VISION OF THE FUTURE

Looking at the future with historical eyes; a total vision of a sleek future as seen through the eyes of the past. The imaginative renderings of space age and futurism provide inspirational retro-futuristic ideas for Pleasure State Couture this season.

Our perception of what futuristic was, and how modern technology would concretise what we always considered to be a utopian fantasy is spurring a surge of innovative designs. The factual logic of science & technology mixed with the frivolity of fashion creates contemporary glossy designs with a sense of uber-luxe sensual femininity.

The mysteries of the galaxy transcend through to the designs; a stellar explosion of luminous peridot green is fashioned into the sultry Super Nova, with embroidered tulle adorned with sequins, featuring an original floral print adorned by our signature burst of gleaming Swarovski crystal buckles. Eclipse takes form in total black, utterly seductive with smooth woven stretch satin paired with intricate Leavers lace, finished with a Swarovski crystal cosmic cube. Radiating a brilliant jade green, Kryptonite is incandescent, made from soft woven satin with two-tone Leavers lace, lavishly embellished with opalesque green Swarovski crystals and an ultra luxurious picot edge trim.

Reigning fabrications are metallic accents and contrasts; sheen mixed with matte, hard teamed with soft and a variation of textures obtained through intricate sewing techniques. A selection of fashion forward pieces such as tops, underwired camisoles, and chemises bring a glamorous and strong magnetism to the collection. Pleasure State Couture has taken a Vision of the Future, creating sexy scientific silhouettes that can cross galaxies and generations.



Pleasure State Couture - Infra Red

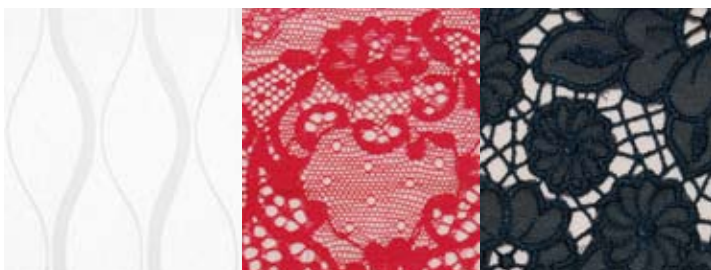


SCI-FI GODDESS

Pleasure State VIP spins into the future for this season with Science Fiction influences linking perfectly with the season's modernism. Science collates with fiction as the assertive Goddess of a bygone era is retrofitted to depict yet another facet of Pleasure State's powerful woman, the Sci-Fi styled Goddess. Formulating a signature aesthetic, inspiration is drawn from the merging of contemporary design and the love of all things feminine in a compelling mix of finesse and detailing. Looking back across the eons of time for inspiration, coupled with the appeal of science fiction, the collection is given a subtly subversive modern twist conjured with seductive glamour perfect for today's strong, confident Sci-Fi Goddess.

Evocative, strong and utterly divine in black, Matrix has been built with beautiful crystal embellished guipure lace, pleated soft stretch mesh topped with a double satin bow. Vector in a fusion of ecru and black, is transformed by smooth stretch wave jacquard, playing with the elements of matte and shine, and the contrasts of opacity and transparency. Displaying contemporary tone of black shadow, Eon is created with variegated fine embroidered tulle with highlights of purple and coral, rigid lace and grosgrain ribbon adorned with a crystal droplet.

Pleasure State VIP presents a slick, passionate and strong collection, exclusively created for women with a larger bust. Pieces representing the glamorous Sci-Fi Goddess include a chemise, camisole and stunning waist cincher. Colours of infra red, coral, and a Sleepy Hollow print with a smash of magenta and lime green, make up the palette for this cosmic collection.



Pleasure State VIP - Vector

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my fit

Pleasure State My Fit is the original graduating cup push-up bra. Using innovative and cutting edge technology, Pleasure State engineered in 2005 the first ever push-up pad that is cup sized to offer graduation of cleavage enhancement appropriate to the customer's need. Each cup size has its own personalized shape, creating the perfect décolleté and ideal silhouette. Combining the ideal blend of fit, comfort and style, each garment is designed to be worn all day, every day.

Evolving into a full collection, Pleasure State My Fit now offers a variety of styles that will complement perfectly what you are wearing. In addition to the original push-up plunge bra, the Pleasure State My Fit collection proposes push-up multiway, balconnet and wireless bras, a camisole, a beautiful corset with lace inserts as well as a selection of thongs, briefs and brazilians. The brand also caters to the woman with a fuller bust by now offering two styles in DD to G cup sizes, the Carmen balconnet bra and the famous contour plunge bra, the V-bra. Selected pieces are also available in a lace version.

This season, Pleasure State My Fit comes in a vibrant selection of tantalizing fashion colours. Amongst the classic shades of white, black, frappe and ecru, comes an exciting blend of Coral, Diamond Pink, Yellow, Infra Red, Black with Spots and Plum.



Pleasure State My Fit



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