

MON-SAT:  
10AM TO 4PM

# OOH LA LA!

The new spring/summer season at Caroline Gladwell Womenswear offers a fabulously French twist ... **by Caroline Gladwell**



understated quality. Founded in 1989 in Saint-Gilles-Croix-de-Vie in Vendee, a famous fishing port and seaside destination on the French Atlantic coast, Mat de Misaine remains true to the values of the region by creating clothing collections inspired by real people living the Atlantic coast way of life.

French elegance is implicit, but also a smart casualness that allows the clothes to be worn daily. There are no gimmicks, they employ the use of natural materials in all their products - namely organic and recycled materials for the 'La Ligne Bleue' eco-designed collection and wool, cotton and linen for their main line. These natural fabrics are chosen for durability and all their inherent



"I've always been interested in what motivates an individual to invent or design, or just put, an idea into practice. In the case of the French brand, Pret Pour Partir (which I am now offering for the second season) - it was conceived following the distressing observation of businessmen in an airport all wearing parkas that were too short over their suits! For the observer, Xavier Aujard, the fashion faux pas was just too much and he set about designing an overcoat with graphic lines which was very long, well-enveloping, weather resistant and with five very practical pockets! In the early 2000's the new generation parka was born!

Initially androgynous, in more recent years the brand has evolved towards the feminine. With no loss of function or the nomadic spirit of its clothing, the brand offers timeless coats with a sophisticated twist and an urban flavour which are very much suited to our modern lifestyle. I was drawn to these coats by the quality of the fabrics the moment I came across them at a fair. Combined with good colours too and distinctive 'signature' details in manufacture both on the inner and outside of each coat - this really adds to the appeal of the product for me.

One of my other French brands is Mat de Misaine, which has a rather charming and

qualities but also because they are renewable resources when grown with respect to nature. Whilst designed in France, the garments are manufactured in Europe and around the Mediterranean basin at carefully selected factories where close relationships have been forged and built on mutual trust.

This season I am rather enchanted by a Liberty print which features line drawings of pineapples, passion flowers, palm trees and flamingos! There is a shirt and a shirt-waister dress available in this print.

As everyone knows who already shops with me - everything I buy is done so instinctively - nothing in my shop is there just to fill a space! There is a reason for everything. Someone asked me today why I had chosen to stock a particular white t-shirt. On the face



of it you might think perhaps it didn't warrant my attention, but if you looked again at the beautiful white t-shirting, with body and a sheen, the voluminous cut - not too long and not too short, the side splits, a neat neckline and wide artistic sleeves. When you combine all these features it becomes apparent to me how special the garment is and why it is of value to me and my customers. I bought it in black too!"

● Caroline Gladwell Womenswear,  
3 Elmhurst Walk, Woodbridge.  
Call 01394 383030.



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## CAROLINE GLADWELL WOMENSWEAR

3 Elmhurst Walk, Woodbridge, Suffolk IP12 1DB

 **MAT DE MISAIN**  
OCEAN ATLANTIQUE - DEPUIS 1989