

Penélope Cruz models the party collection for Lindex

The first to be released of the Lindex spring campaigns with Penélope Cruz is a party collection, with inspiration taken from a luxurious seaside resort. Crisp white shades meet a complete palette of aqua colours, from different tones of blue to the deep greens of the jungle. Patterns include both flowers and stripes, and the silhouettes of the garments are feminine, flirty and they are easy to wear. Key items in the spring party collection include dresses, wide skirts and fine-knit and woven t-shirts. Lace and chiffon are also important elements in the collection.

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“We have been greatly inspired by unusual colour combinations and playing with a mix of patterns. The collection has a free attitude and we have worked out all of the ‘musts’ from the look,” says Nina Starck, Design Manager at Lindex.

Penélope Cruz will be the model for three Lindex campaigns during the spring. The campaigns are linked by a story in which we follow Penélope for a weekend. Friday night is the perfect party night with glamour, a red carpet and photographers. On the Saturday, we see Penélope relaxing in her home environment, dressed in her favourite clothes. In the last campaign we accompany Penelope, wearing this summer’s ‘it pieces’, to a special Sunday brunch at a Mediterranean villa.

“With her sophisticated elegance, Penélope adds a wonderful womanly and feminine feel to the campaign. The combination of her vivacious personality and a glamorous film-star life together with a sense of humour will also make the campaigns fun and exciting,” says Johan Hallin, Director of Concept & Marketing at Lindex.

The garments will be available in all Lindex stores and on www.lindex.com from 24 April.

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