

Press release:

CATCHY Designed for you

“ Catchy creates night- and loungewear for the quality-conscious young woman in every age, who appreciates herself and her appearance”.

Established in January of 2005, Catchy's vision was to become the market leader and preferred brand for nightwear and loungewear. Since then the owners Helle Kofoed and Helle Waltersen has worked hard to achieve their goals and to get the high quality that characterizes Catchy.

Catchy is designed for the quality-conscious modern woman who loves wellness in all areas of life.

A lot of women throw the “suits” when they come home from work and want to dress up into something smart and feminine clothes where they can feel a good comfort and still look smart and modern.

Catchy's collection is rapidly making a name for itself and is currently sold in over 150 stores throughout Europe.

Spring/summer 2011

Catchy's new collection for spring/summer 2011 offers you a luxurious feeling of putting on something exquisite when either being at leisure, making yourself comfortable on the couch, walking on the beach or sleeping your beauty sleep. Catchy's overall look is characterized by a modern and feminine design with edgy details, where the soft cottons are combined with matt and shiny silk fabrics or with raw edges.

Lowely jumpsuits in soft modal, luxury silk dresses and half transparent cotton dresses give your body a sensual look. Wear Catchy and be Catchy.....

Design & inspiration

Catchy's Spring/summer 2011 collection radiates the warmth of the sun, and the summer breeches' there catches the fluttery materials. The casual look is carefully combined with details of vintage inspired laces, so the Catchy shows itself as elegant and sensual.

The selection of beautiful and exquisite qualities is:

Silk/cotton jersey, modal, Brushed cotton woven soft cotton, single jersey and silk with lycra, All soft and natural.

The colourful choices is pearl, shadow, pink, sky, white, black, rose, mint, purple, grey and lavender, shown as solid colours, beautiful prints and stripes.

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