



Press Release

## **'We Believe in Fashion' – C&A Collection Room Autumn/Winter 2019 sets self-confident fashion statements**

**Fashion retailer C&A presents the trends for the second season of the year 2019. While the Autumn/Winter collections of the women's brands Yessica and Yessica Premium reflect the influences of iconic fashion decades in a multifaceted manner, the current summer and autumn trends of the young CLOCKHOUSE brand are ultimately urban. The location, the Kreuzeskirche in Essen, Germany, supports this mix by displaying striking contrasts with an architectural mix of neo-romanticism and pop art. The unique location underscores the mantra of this Collection Room: with the statement 'We Believe in Fashion', C&A is signalling its belief in the influence of fashion.**

*Düsseldorf, Germany, 24 May 2019* – On 23 May 2019, C&A showcased the new collections of the Yessica, Yessica Premium and CLOCKHOUSE brands to an international audience including the fashion and lifestyle press and well-known influencers.

The unusual setting for the event, held under the motto 'We Believe in Fashion', was a church in Essen city centre, not far from the C&A headquarters in Düsseldorf which is known above all for its stylistic contrasts: 19th-century mosaics meet colourful church windows by New York pop art artist James Rizzi from 2016.

In the midst of this inspiring atmosphere, C&A presented its collections with an impressively staged fashion show. 'Fashion can express personality, give self-confidence and courage. With this event we would like to invite our guests to remember that power and share our enthusiasm for approachable, versatile fashion and individual styles,' says Julia Ley, Head of Brand, describing the idea behind this season's Collection Room.

In the Yessica Autumn/Winter collection, the audience saw a self-confident, casual interpretation of seventies and eighties fashion. It is no coincidence that these decades also stand for the movement towards more female empowerment. 'We are currently experiencing an undeniable wave of powerful women who are pushing boundaries and redefining classic definitions of femininity. They are spontaneous, unconventional and fierce, in every aspect of their lives,' is how Sabrina Shairzay, Head of Trend at C&A, sums up the inspiration for the collection.

The looks of the Yessica collection play with the cuts and colours of the 70s and 80s and blur the boundaries between business outfit and relaxed street style. The Yessica Premium collection combines street style influences with a touch of luxurious country life and is aimed at women with a casual, elegant style.

The new CLOCKHOUSE Girls collections are inspired by, among other things, New York in the 80s and the European club culture of the 80s and 90s. Translucent mesh and net fabrics meet shimmering satin and acid-washed denim. With bright colours and strong contrasts, the looks are anything but



reserved. The styles of the Boys collections are strongly influenced by international street style, art and music and impress with a rough, urban look.

The Autumn/Winter collections of the Yessica and Yessica Premium brands will be available from 29 August in the C&A stores and in the online shop. The CLOCKHOUSE collections are available from July until autumn.

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#### **About C&A**

With over 1,500 stores in 18 European countries and more than 31,000 employees, C&A is one of Europe's leading fashion retailers. Every day, C&A welcomes more than two million visitors to its stores in Europe and offers quality fashion at affordable prices for the whole family. In addition to its European stores, C&A is also present in Brazil, Mexico and China. For further information, please visit our website: [www.c-a.com](http://www.c-a.com)

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