

**LUXURY SCOTTISH CASHMERE SCARF BRAND, BEGG & CO,
LAUNCHES AUTUMN-WINTER 2015 COLLECTION**

INSPIRED BY TRADITIONAL & ETHNIC THEMES, INCLUDING.....

- TARTAN SHAWLS OF NAGAS TRIBE IN NORTHERN INDIA

- FAIRISLE KNITS

- A VINTAGE JAPANESE OBI BELT

- POTTERY

- CLASSIC TARTANS & DENIMS

.....AND THEN GIVEN A BEGG & CO 'TWIST'

The Autumn/Winter 2015 Collection has been designed by the Begg & Co design team in collaboration with two renowned consultant designers, Michael Drake, and his company, Man Drake and Angela Bell of Queene & Belle, a cashmere specialist based in Hawick, Scotland's cashmere capital.

Although a traditional cashmere company world-renowned for its 'oyster ripple finish' on its classic quality Arran cashmere scarves, the Begg & Co A/W 15 Collection is designed to appeal to its hugely varied spectrum of customers who include the most conservative right through to the most fashionable. Challenging but very rewarding and invigorating to design and make collections for, key considerations are the colours - and getting them right, unique and new qualities, inspirational finishing touches such as the 'oyster ripple' finish, the 'washed cashmere' finish and throughout all, keeping the designs true to the company's origins.

New for A/W 2015:

Classic weight 100% cashmere:

In the 100% cashmere classic Arran quality, **Nuance** continues to be **the jewel in the crown**. Nuance scarves seamlessly merge up to five different colours, one after another, into the next one and this effect is unique and exclusive to Begg. It involves a special technique used to dye precise amounts at the raw material stage which are then spun to allow one colour to merge seamlessly with a second. Nuance is also available in a lightweight 'washed' finish for something rather special and more casual.

Two new colours, a strong red, called Gauguin, and a strong blue, called Matisse, have been added to the range which includes 8 other colour options.

There is a new cashmere quality called **Montrose** with a design called **Benera** that is inspired by Fairisle knits. It is available as an oversized scarf/wrap, with a shorter style of fringing and three colour options, charcoal/grey, natural/pink and a mink/denim.

An Arran 'houndsooth' design called **Mousa** is also new and available in a navy/silver, denim/silver and pink/silver colour and a pretty check called **Hildasay**, with the bright colours continued from the Ellsworth Kelly (an American painter, sculptor and print-maker) theme in the Spring-Summer collection.

For men, there are three classic checks called **Highsmith, Miles and Minot**, all in 2 new colour options.

The Arran cashmere collection continues to be available in the most extensive range of plain colours, 35 in total, for scarves, shawls and throws and also in a large range of 17 semi-reversible colours, with a new navy/wine colour added this season.

Lightweight scarves in various qualities: – 100% cashmere, 65% cashmere/35% silk & 70% cashmere/30% silk:

When it comes to lightweight cashmere scarves, Begg & Co's offering is unique. It is the only mill in Scotland currently producing such lightweight scarves.

Lightweight, 100% cashmere: - KISHORN, ORKNEY, WISPY

Firstly **Kishorn**, a **100% worsted cashmere**. This quality, Begg & Co believes, is the best men's scarf on the market in beautiful 'worsted' cashmere. The ultimate lighter weight oversized scarf for men, it comes in a matt finish and great colours including a new charcoal for AW15. There are also 2 new smaller size checks called **Kishorn Jude and Kishorn Damon**, both in two different colours, and there is a new olive colour called Khaki Mix added to last year's best-selling **Box Check** design. All are available in a washed finish for a more distressed look.

A new lightweight quality this season is called **Orkney**, which has a lighter feel than Kishorn and has more 'drape' ideal for men and women. There is a choice of two designs, a larger check called **Gregory** and a **Block Check**, both in a choice of three colours.

In Begg & Co's popular, year-round ultra lightweight transeasonal "**Wispy**" quality which was initially enjoyed by women and is now increasingly being purchased by men, there is a new larger, fuller and more substantial size, a 100x200cm (as opposed to 70 x 200cm) in a new design called **Harlech**. Each Wispy scarf uses 5 miles/8 kilometers of yarn to make and has been described as 'the softest of soft' and 'ideal when travelling'. Added to the Spring-Summer printed Wispy Triple Dot design are two new colourways, black & white and another monochrome design called **Okinawa**, inspired by pottery and in either a black or white option. In the printed Wispy **Hanover** dot design, which is a real classic in menswear,

a new burgundy colour has been added to the existing indigo, azure and navy colour options.

Tartan is already a huge part of Begg & Co's heritage and collections but one of the most unique products are the "Wispy" tartans. These ultra lightweight scarves are considered potentially the most sophisticated of all the Begg & Co tartans as they are so beautifully fine and work really well for both women and men. New in the AW15 Collection is a tartan called **Tennant** – after the Scottish Chanel model, Stella Tennant - in either teal or denim colours and returning again is a **Lowland** and **Highland** tartan. The Lowland tartan is set on a cool flannel grey base with touches of forest green and gold and the Highland tartan is set on a navy/bottle base with a beautiful rich over check.

Plain-coloured Wispy scarves are available throughout the year in an extensive selection of colours which numbers over thirty options.

Lightweight, 65% cashmere/35% silk - STAFFA:

Begg & Co's cashmere/silk quality called **Staffa** which has an 'airy lightness' continues to appeal strongly to both women and men. The new AW15 collection includes designs illustrating the continuing fascination with the Nagas tribe of Northern India and their tartan-type shawls which translate very well into Staffa and the new designs are called **Creole, Mokochung and Kukish**.

Lightweight, 70% cashmere/30% cashmere silk – MAGELLAN & TAHITI:

Two other qualities in Begg & Co's cashmere/silk mix quality, but this time with a 70% cashmere/30% silk mix, are called **Magellan** and **Tahiti**. Introduced with great success in the previous AW collection, Magellan has a new design called '**Delon**' in which the colours of the check are stronger at each end of the scarf and more subtle in the middle in a blue or red colour option.

Tahiti offers two designs – **Tahiti Paisley Border and Tahiti Fernanda**. The Paisley Border offers new colours, Navy/Berry and Grey/Marine, and with a contrasting stripe that adds a flash of colour down each side. Tahiti Fernanda is a design which was inspired by a vintage obi belt found in Japan by one of the Begg & Co designers and has a navy, cream and red colouring.

Lightweight, 58% cashmere/42% linen – KOS:

The new collection sees the launch of another first for Begg & Co, as cashmere and linen are combined in a new quality called **Kos** for a rustic-looking, transeasonal scarf. Available in a choice of two neutral colours - dark natural or light grey.

Once again the collection is a clever combination of all the Begg & Co values – tradition, exceptional craftsmanship, technical expertise, uniqueness, modernity and a sense of fun!

STOCKISTS:

The Begg & Co A/W15 Collection is available from www.beggandcompany.com, www.mrporter.com and www.MatchesFashion.com, Trunk Clothiers & LABS, Selfridges, Fenwick, Fortnum & Mason, Monocle, William & Son, Edward Green, Joseph and Matches Fashion (London), Young Ideas (Ashbourne, Derbyshire), The Clothes Shop (Wilmslow, Cheshire), Jane Davidson and Dick's (Edinburgh). For full stockists' details, please visit the Begg & Co website here... <http://www.beggandcompany.com/stockists/europe/united-kingdom.html>.

ENDS

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