

**LUXURY CASHMERE SCARF BRAND, BEGG & CO,  
LAUNCHES SPRING/SUMMER 2015 COLLECTION**

**HIGHLIGHTS INCLUDE.....**

- **AMERICAN ABSTRACT ART GEOMETRICS & STRONG COLOURS**
    - **STUNNING FLUORESCENT 'BRIGHTS'**
    - **NORTH INDIAN TRIBAL INFLUENCES**
  - **MODERN ART TARTAN ON A FINE CASHMERE BASE**
    - **CAMOS, CHECKS, STRIPES & DOTS**
  - **CLASSIC SUMMER COMBOS OF NAUTICAL & TROPICS**
- ...ON CASHMERE, CASHMERE/SILK AND LINEN/COTTON QUALITIES**

The luxury Scottish cashmere scarf brand, Begg & Co, is delighted to be launching its Spring/Summer 2015 Collection of scarves and wraps. A capsule offering, it is based on new designs, prints, weaves and colours in its 100% super lightweight 'Wispy' cashmere, in its beautiful 'Staffa' and 'Cava' cashmere & silk blends and in 'Cottlea', a crisp summer-weight cotton-linen quality in which some designs also include silk.

**Wispy**, an existing 100% cashmere quality which is totally unique to Begg and is **the lightest cashmere scarf currently produced in Scotland** (and with 5 miles or 8km of yarn in every scarf produced!), offers a choice of 10 designs in this new collection. These include Southern France-inspired Wispy Antibes, a multi colour block strip in 2 colour choices – hot Tropical or Ocean cool – Wispy Avignon, a sophisticated check in navy/denim, navy/light natural, charcoal/grey and denim/light natural and Wispy Menton, a choice of 2 classically coloured tartan designs in wine or blue. Inspired by the Mediterranean in general is Wispy Riviera, a tonal two colour horizontal block stripe available in 2 colours, pink or blue.

Inspiration also comes from the renowned American artist, Ellsworth Kelly, universally recognized as one of the most important purveyors of American abstraction. A new design called Wispy Ellsworth epitomises the artist's work and is available in 2 colours, 'brights' and 'denim'. Wispy Lowland includes strong Ellsworth Kelly colours injected into classic tartan designs to give them a modern twist. This modern art tartan on a fine cashmere base is a look totally unique to Begg & Co.

In the **Wispy Print** designs, there is a new 'dot' print called Hanover which is printed in the screen print manner and comes in three blue shades for summer – navy/white, indigo/white and azure/white. There is also the Wispy Triple Dot design which is a little more fun and a development of the previous summer's triple gingham check design. Kelly Rose, as the name implies, is also based on the style of Ellsworth Kelly paintings and is

available in a navy or rose pastel colour. Lastly, Wispy Waikiki is that classic summer combination of tropical and nautical influences.

In addition to the 10 new Wispy designs, Begg & Co Wispy scarves and wraps are also available in a choice of 35 sumptuous plain colours.

In **Staffa**, an existing **65% cashmere/35% silk** Begg & Co quality, there are the new 'Fluo Brights', again influenced by Ellsworth Kelly and are unusual colours on such a luxury fibre. There are 3 colours – pink, yellow and blue – available in plains (Staffa Venetia) or with half the scarf in the colour and the other half in a grey (Staffa Murano). Shots of these strong Kelly colours are again used in a 3<sup>rd</sup> design called Staffa Myanmar, where they are used as highlights in a pink or blue Myanmar stripe scarf.

**Cava** is the same quality as Staffa – ie 65% Cashmere/35% Silk – but has a different 'open' weave structure and has proved very popular in the previous Spring-Summer collection. The new Cava design, Cava Donan, offers a new block design in a choice of 3 colours - pink, turquoise or denim – and provides some welcome texture to the collection. The production on this weave structure is technically very demanding and once again demonstrates the skill, workmanship and uniqueness of Begg & Co products.

**Cottlea** was introduced as a new quality by Begg & Co last Spring-Summer and is a **70% Cotton/30% Linen blend** with a summery dry handle. There are also 10 designs available in this quality and these include Cottlea Berber Camo, based on a traditional camo design and colours, with the 'tippings' from the Berber Tribes in the Atlas mountains. The technique of 'cramming the yarn' adds extra 'zing' and definition. Cottlea Broncho is based on traditional Cowboy shirts and is available in denim or red colours. Cottlea Burma is a traditional 'madras' check with a neutral base and colour base in one scarf. It comes in blue/silver and purple/grey. Cottlea Maravar continues Begg & Co's North Indian Nagas tribe-inspired designs and offers neutral backgrounds with an injection of colour for the perfect coloured neutrals. Continuing the strip stole scarf combination theme, this new collection combines Maravar with Broncho to offer bigger statement-piece scarves. They are also great fun!

Cottlea Cambridge is an old school tie strip in 2 colourways – Cambridge Blue with blue, white, green and hot pink or Cambridge Khaki with khaki, white, hot pink and blue. Cottlea Malo is a triple bar stripe with a 2/3rds 1/3<sup>rd</sup> colour split and in 2 colours – blue/red or khaki/pink and with a contrasting natural white stripe. Cottlea Granger is an oversized Glen check with a contrasting over-check, in 2 colour combinations offering blues/green or red/hot pink. Cottlea Camo Stripe is a block strip overlaid with a classic Camo design, also in 2 colours khaki blue & blues or hot pink and red. Lastly Cottlea Jules, a bold check in a choice of blue/red or green/yellow colours.

The collection again includes a wide selection of plains in both the Wispy and Staffa qualities but there are no plain colours in Cottlea.

**Commented Ann Ryley, Sales & Marketing Director of Begg & Co,** “Our new collection offers an extremely ‘vibrant’ selection of wonderfully bright and appealing summer colours, designs and prints and once again we believe it clearly demonstrates Begg & Co’s ability to take traditional and authentic designs and give them a new edge or twist in a clever single or multiple colourway. It also demonstrates that the qualities and designs we produce are created by a dedicated, highly skilled, technically leading edge and unique team of designers and craftspeople who are at the very forefront of cashmere scarf production.”

Begg & Co prices start at £85 and go up to £250 and UK stockists include Selfridges, Joseph, [www.mrporter.com](http://www.mrporter.com), Trunk Clothiers & LABS (London, Marylebone), Monocle, Fortnum & Mason, William & Son & Edward Green, [www.matchesfashion.com](http://www.matchesfashion.com) and [www.beggandcompany.com](http://www.beggandcompany.com). Regionally they are available from Young Ideas (Ashbourne, Derbyshire), The Clothes Shop (Wilmslow, Cheshire), Morgan Clare (Harrogate) Jane Davidson and Dick’s (Edinburgh).

Internationally, Begg & Co can be found in Japan, France, Canada, Spain, Scandinavia, Korea, USA, Australia, Italy, Germany and Belgium.

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For further information, hi-res images and product samples, please contact:

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