

BIEM fall/winter 2012/13 collection is inspired by golden age of cinemas

Inspired by the style and glamour of the cinema's golden age, BIEM, office and smart casual wear for young professionals, proudly launches its new Fall/Winter Collection themed "Cinematic Grandeur". This new collection is created to relive the glamorous, rich and famous lifestyles portrayed in the movies of the 1960s and 1970s as these two decades are considered as the golden age of cinemas. These two decades also epitomize the golden fashion era of the 20th century which is depicted in the latest BIEM collection. Passion and romance in the movies between debonair and glamour girl are represented by bold and contrasting colours like red, white, green, purple, and blue in this collection. These core colours can be evidently seen in most of the styles in this collection.



For Her

This season of BIEM Ladies is created for confident and independent women who want to imitate the sassy looks of glamour girls in the movies. Beautiful dresses with details in bold colours like red and black will definitely reveal the passionate side of women. Sexy chiffon and lacy materials, details on collars, placket, and Roselle embellishments can be evidently seen in most styles of this collection.

Blazers in vibrant colours, dresses in pastels with contrasting shades on the waistbands all vividly depict the glamour girls of movies from the golden age. Dressed in sassy BIEM collection, confident women of today will definitely relive the grandeur of cinema's golden age.

BIEM also has a Weekender range. This range carries fashionable tops, skirts and leggings women to always look chic and fashionable even on casual days.

BIEM's office and casual wears are priced from only RM79.90 to RM399.00. BIEM

Fall/Winter Collection 2012/13 is now available at AEON Cheras Selatan, KL Festival City, AEON Tebrau City, and all leading department stores like Parkson, Pacific, The Store, Sogo, and others. For more information, please contact +603-8962 6252 or visit <http://www.facebook.com/myBIEM>.



For Him

BIEM Homme this season features bold colour blocking in polo tees and shirts. Shirts with refreshed checks and striking colours can be completed with flat-front skinny cut slacks which make them great for today's version of debonair. Refined shorts in vibrant colours like red and white paired with contrasting striped shirts are designed for fashion forward men. Basic but slim fit white shirt and classic argyle sweaters are great staples for urban men who want to relive the grandeur of the cinema's golden age to impress their glamour girls.

This new season's collection is set to revive the preppy looks of the 1960s and 1970s for today's urbanites that are looking to stand out from the rest. Preppy black cardigan and pastel purple shirt can definitely create a preppy look.

