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# BURBERRY PRORSUM



*Spring 2013*

READY-TO-WEAR



**T**he Burberry Prorsum show today was a three-in-one affair: the physical show in the park, the live stream to the company's new flagship store a few miles away on Regent Street, and then the whole global digital fandango. That's a vast gallery to be playing to, and there was a strong sense with today's presentation that Christopher Bailey was ramping up the entertainment value accordingly. "People are stopping work to watch," he said. "You've got to give them a good reason."

**H**owever, although as exciting as fashion week is, there seem to be a lot of trends emerging which are appropriate for the more present Autumn and Winter embracing us. Oriental trends already seem to be prominent this season in ranges of colours, varying from kimono style jackets and dresses in rich materials, to obi styled belts emphasising the waist. Inspired by Asian women who prove that less really is more when it comes to being sexy, keeping covered up and sophisticated seems essential right now and women make up for their lack of skin on show, with creative and intricate oriental prints.