



IJP DESIGN TAKES FASHION TO THE GOLF COURSE AND BEYOND

Launching their A/W 2010 Collection, Ian's Poulter's IJP Design unveils an elegant, intelligent and retro range

The IJP AW 2010 collection boasts 4 striking looks, each for a different occasion: Fashion, Sport, Signature and Blackwatch. In IJP tradition these looks each have a four colour palette, creating four distinctive Poulter tartans. The rest of the collection is designed to compliment the trousers and harmonize with each tartan, as always leading with the legs.

New additions this season include fashion-forward bold and sophisticated colour combinations, balanced with traditional IJP Designs to create looks for both on and off the golf course. With both casual pieces such as the ¼ Zip Funnel Neck and smarter wear like the Classic Trousers, shirts and V-necks, this collection has something for all to suit varying occasions. Ranging from subtle items such as the Classic Shirt and Tailored Trousers to the more adventurous tartan prints, there is something for every personality.

The **Signature** colour palette includes the classic IJP greys, slate and steel. These are distinctively smart and stylish, and when coupled with softer lilac and lavender shades, create a notably 'City chic' look. These, along with the Limited Edition items, demonstrate the classic signature 'Poulter' quality which is elegant and finished to perfection.

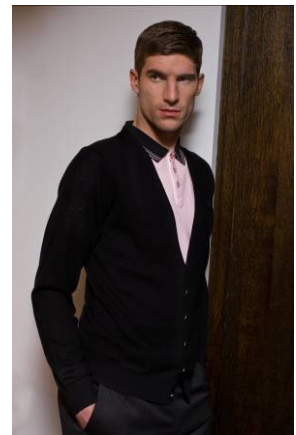


The **Fashion** range gives a boutique and high fashion feel. The combination is warm and casual, with fiery coral giving this palette a striking finish, making these pieces perfect for off the course and socialising. Funky and unique, this palette is bold and would ensure ultimate style when out to dinner or away for the weekend.

The retro **Sport** look perfectly combines a modern bold colour palette with classic design. With an edgy twist to the patriotic colours IJP Design is known for, rich ruby and cream combined with a classic navy give a warm feel to the outfits. All pieces boast warmth, flexibility and practicality, making them easy to wear and ultra comfortable as well as looking good on the course.



The final look is the sultry **Black Watch** which takes a key colour from each of the other colour palettes, resulting in a reinvention of timeless pieces. With a strong military influence, this traditional Scottish tartan combines easy to wear with classical sophistication. This chic look brings IJP Design into the fashion world for the modern man.



About IJP Design

Ian Poulter launched IJP Design three years ago in July 2007, after being unable to find clothes he wanted to wear on the golf course that both looked good and performed well, combining high quality tailoring with technical perfection.

IJP has created a name for itself as a high quality, unique and exciting golf and lifestyle brand with a fashionable edge. This is their 7th Collection and by the end of the year they will be stocked in all 35 golf playing nations in the world.

Collection Launch – October 2010
Website & Stockists – www.ijpdesign.com

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