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# bonnie.

BUSINESS SENSE FOR FASHION RETAILERS

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## SHADES OF AUTUMN

Cosy knitwear brands  
Short order must-haves  
Social media uncovered  
Fiona Coe on AW15 sales



**JOHNSTONS OF ELGIN**

Known as a leading expert in cashmere and fine woollens, Johnstons of Elgin has been creating knitwear in the Scottish Highlands for over two centuries. For AW15 its collection has been made to last with classic designs knitted in luxurious yarns. In the womenswear range, buyers can select cosy roll neck jumpers, cable knits, flattering loose fitting pullovers and button down capes and cardigans in cashmere and lambswool. The range also includes chic ponchos for keeping the cold out as well as opulent accessories such as scarves, gloves, hats and stoles.

**CONTACT:** Tel: 01343 554 000  
E: [enquires@johnstonscashmere.com](mailto:enquires@johnstonscashmere.com)



**SUGARHILL BOUTIQUE**

Created in Brighton, young fashion label Sugarhill Boutique offers a wide range of knitwear pieces as part of its seasonal collections. Each piece is rich in detail and offers trend-led design – all for an affordable price. For AW15 the brand has created a strong line-up of fashionable jumpers and cardigans featuring pretty patterns and standout motifs. Key styles include a leopard sweatshirt, a cosy long-line cardigan and a Beagle print jumper in grey marl.

**CONTACT:** Tel: 01273 911 393  
[Sugarhillboutique.com](http://Sugarhillboutique.com)



**EMRECO**

Now in its ninth decade as a leading womenswear label, Emreco's AW15 collection features transitional knitwear made from luxury yarns and tactile fabrics. Key pieces in the range include its long-line boucle jacquard knit in a striking animal pattern. This luxuriously super soft edge-to-edge cardigan can be layered with fine knit sweaters to brave the chill or finer jersey tops in warmer weather. Another standout piece is its ripple stitch cowl neck sweater in a warm nightshade and camel stripe. This colourway teams beautifully with the label's signature Geo Floral print – which it has also produced on fine knit reverse print sweaters – creating a great colour story to merchandise in store.

**CONTACT:** Tel: 0845 345 1914  
[Tradeatemreco.com](http://Tradeatemreco.com)

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