

ICON by Cyell – iconic silhouettes and surprising details

CYELL proudly presents her first ICON by Cyell collection. Having produced swimwear for the last quarter of a century, CYELL felt more than ready for this new collection, which features beautiful iconic styles. Iconic, though refined in a surprising way. Using her expertise in producing swimwear CYELL succeeded in creating sophisticated styles of a superb quality and with a perfect fit.

In this first ICON by Cyell collection we notice iconic silhouettes like a stylish high waist slip and an elegant balconette top. Surprising aspects can be seen in the use of ruffles, crochet, rose gold details, lace up closures and one shoulder straps. This collection arose out of love for the iconic European beaches. Inspired by the iconic flowers and palm trees of the Mediterranean islands, a colourful botanical print came to life. This *Wanderlust* print is used for a variety of bathing styles, but also for a flowy wrap skirt and matching crop top. The *Frenchy White* and *Frenchy Sienna* bikinis and bathing suits, adorned with playful ruffles and luxurious crochet, make you feel utterly elegant. Like a Parisian on holiday to the provence. The structured fabric of the *Moonrise Khaki* styles resemble the emerald coast of Bretagne. And the *Boheme* collection makes your mind wander off to the idyllic beaches of the Côte-d'azur.

ICON women

Running our lives largely in autopilot mode, it is important to get out of this mode now and then, to go travelling and to embrace the sun. This sophisticated yet comfortable collection suits this purpose perfectly and will make you experience the most magical summer ever. With her ICON by Cyell collection, CYELL aims for the sophisticated fashionable woman who's curiosity drives her to explore the world and who knows how to express herself. Whether she's 28 or 88; icons come in all ages.

Facts

The campaign images are shot on a magical island by renowned photographer **Jouke Bos** in collaboration with top model **Rianne ten Haken** and highly praised stylist **Jetteke van Lexmond**. ICON is available from November 2017 in selected high end lingerie stores and department stores in the Netherlands, Belgium and Germany and via the webshop www.cyell.com/icon. From November 7th until November 11th the collection will also be available at a pop-up store at the Huidenstraat 13 in Amsterdam. All interested parties are welcome to visit.

The collection can also be admired and is available for loan at Spice PR at the Bloemgracht 117 in Amsterdam. To schedule an appointment please call 31 (0)20 489 10 31 or reach out by e-mail to info@spicepr.nl

Note to editors

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