



Fashion Rainwear Spring Newsletter

Dear Rainwear customer

Welcome to the second Fashion Rainwear newsletter. Along with our facebook and twitter pages we will try and keep you fully up to date with all the latest news at Fashion Rainwear.

It seems hard to believe that Fashion Rainwear's heritage started in the industrial heartlands of Manchester back in the 1950's. PVC was a new and innovative material which being waterproof was ideal for raincoats. A small Jewish company called Marks Bros Ardwick started producing welded PVC raincoats and in its heyday they were producing 5,000 raincoats a month for the likes of Marks and Spencer and Woolworth's. Ever since PVC raincoats have gone in and out of favour with the general public depending on the Fashion of the day. As with all clothing, including rainwear, manufacturing slowly migrated to the Far East and Marks Bros slowly wound down leaving just three workers in the factory in the late 1980's. Gary Lowther, the owner of Fashion Rainwear could see potential for all of the old machinery and bought all of the assets of the company back in 2001. All of the machinery was transported down to Towcester Northamptonshire and over the next 14 years more machinery has been added and new employees taught how to operate them.

Some of the old patterns that were used in the 1950's are still used but Fashion Rainwear has moved with the times and now offer a multitude of styles from simply designed practical raincoats through to high end fashion rainwear. Numerous materials have been added to give a rainbow of colour choices and a number of accessories have been added to compliment the rainwear.

Today Fashion Rainwear is the only company left in Europe that still produces PVC rainwear using high frequency welding machines. Fashion Rainwear is unique in that it can offer a full design service and if necessary produce just one coat or if required thousands of raincoats. Fashion Rainwear quite often receive requests from Film and TV companies who require period raincoats or fashion raincoats for music videos. Fashion Rainwear has already produced PVC clothing for Sony Music, Channel 4 and numerous production and Theatre companies.

Fashion Rainwear are always updating their range and produce clothing that appeals to walkers, festival goers, clubbers or simply professionals who want to have a beautifully designed coat which not only keeps you dry but also makes a statement!

This year Fashion Rainwear has been working on both ends of our spectrum in offering new raincoats which are economical and practical and also new high fashion brand labeled “Elements”. Please read below to see the highlights of what is new.

New garments added to our off the shelf range.

We all know that in this day and age when someone orders something new they want it tomorrow! It would be impractical to try and stock every design we have in every colour and size so we have concentrated on the popular items and built up stock for our “off the shelf” range. If you order just in this section we will endeavour to send your order the next working day. Raincoats in all other sections are made to order and usually the production time is 14 days, so if you are a shopper in a hurry then the “off the shelf section” is ideal for you.

SU32: Two Piece Rainsuit. These bold and colourful two piece suits are manufactured in our China factory and ideal for those messy jobs like cleaning the car or the pond! The Jacket has an attached hood, front zipper, internal front pockets and Velcro fastening at the neck. The matching trousers have an elasticated waist, wide crotch and straight legs for easy donning on and off. Only £25 these suits are made from strong and durable PVC and will last for many years keeping you dry and clean.

<http://fashionrainwear.co.uk/proddetail.asp?prod=SU32ms>

CA14: Festival Poncho. Need a poncho quickly for this weekend festival grab yourself a bargain here. These off the shelf Poncho’s are made from strong and flexible PVC which will last for many years to come, why buy a horrible thin disposable poncho every year when you can have one good quality poncho which can also be used as a good ground sheet!

<http://fashionrainwear.co.uk/proddetail.asp?prod=CA14m>

CA15: Long Cape: For the more sophisticated walker or cyclist this full length cape comes in six popular colours and has an attached drawstring hood and two arm slits on the front panels. Nice and long this cape is guaranteed to keep you dry. These capes were used by Ant and Dec on their Saturday give away show for custard throwing!

<http://fashionrainwear.co.uk/proddetail.asp?prod=CA15m>

RA33: Fashion Mac: This popular one size Raincoat with attached collar, four steel poppers, two internal pockets and matching tie belt is now available off the shelf in a choice of nine colours. Versatile, this coat can be worn for walks, going shopping, clubbing, festivals or simply to keep in your car ready for an un-expected shower.

<http://fashionrainwear.co.uk/proddetail.asp?prod=RA33m>

What’s new?

RA41: Susie Raincoat. Bang on trend this beautiful ladies wrap over, double-breasted A-line raincoat with collar, lapels, raglan sleeves, wide belt and black or white contrasting piping to cut edges looks great over PVC jeans and high heel boots. 35" long

<http://fashionrainwear.co.uk/proddetail.asp?prod=RA41>

RA68: “Eco Raincoat”. This Mac is simple in design but does exactly what it is designed to do. This raincoat by default comes with a drawstring hood but you can elect a collar if you wish. The coat has a generous fit with raglan sleeves, a shaped rear shoulder rainflap, two square front pockets, five front steel poppers and matching tie belt. If you want the "sixties"

stereotypical raincoat which can be folded up and used anytime this coat is for you. Length 46" long. <http://fashionrainwear.co.uk/proddetail.asp?prod=RA68>

XX06: Ladies Galoshes. Back in the 1950's ladies were very practical! To protect those expensive high heel shoes they would cover their shoes with PVC Galoshes. So why not carry on using a good idea! Our ladies shoe cover has a welded hole at the back for the heel to slip through and a simple zip up front to ease putting them on. If you want to protect your best shoes when out in the rain and then slip them off before the big event these covers are ideal. Suitable for a ladies shoe size 3 - 7. You can even match them up to your favorite Mac! <http://fashionrainwear.co.uk/proddetail.asp?prod=XX06>

New Brand “Elements”

Elements is synonymous with design, quality and fashion. These raincoats are not just worn to keep you dry they are worn because you want to make a statement and look desirable. Designed in house these Raincoats have a fabulous flattering cut, they ooze quality and will soon become a favourite coat of yours to be worn for any occasion. These Raincoats are exclusive, guaranteed to attract admirers and soon will become your must have coat whether its raining or shining!

RA69: “Romantica Raincoat” Long Swishy and flowing this raincoat is a beautiful design based on 1940's patterns with its fitted bust and complete fully flowing skirt from the waist. This single breasted coat has an attached hand sewn collar, five stainless steel poppers, belt loops and matching belt. With its flattering cut and full skirt who said romance is dead? Length 43" <http://fashionrainwear.co.uk/proddetail.asp?prod=RA69>

RA74: “Elements Long Raincoat” If you are looking for the quintessential British manufactured Raincoat then look no further. In terms of Raincoat design this raincoat fulfills every brief. This double breasted coat has a hand crafted attached collar, long set sleeves which can be turned back, eight welded matching buttons, two front square pockets with embossed flaps, split back for ease of walking, rear storm flap with raw edge, front storm flap with sewn lapel finished with raw edge to hem and sleeve cuffs with matching tie belt. Rain or shine you will look a million dollars! Length 47" <http://fashionrainwear.co.uk/proddetail.asp?prod=RA74>

RA75: “Elements Short Raincoat” If you are looking for a modern twist on a quintessential British manufactured Raincoat then look no further. This trendy Raincoat design fulfills every brief. This double breasted coat has a hand crafted attached collar, long set sleeves which can be turned back, six welded matching buttons, two front square pockets with embossed flaps, split back for ease of walking, rear storm flap with raw edge, two shoulder epaulettes, front storm flap with sewn lapel and finished with raw edge to hem and sleeve cuffs with matching tie belt. Rain or shine this coat will always put a smile on your face. Length 36.5" <http://fashionrainwear.co.uk/proddetail.asp?prod=RA75>

In the future?

The Fashion trend is towards modern materials such as TPU “**Thermoplastic polyurethane**” this material is stiffer than PVC but gives a raincoat more “structure” Also TPU is 10 times stronger than PVC which provides many benefits in itself. Fashion Rainwear as always, strives to be at the leading edge of fashion and design and presently has on order three

exciting TPU materials which will arrive in early June. These materials will be used exclusively for our Elements brand and will become the must have outer garment for Autumn 2015!

We also have some Printed “Gingham” PVC which will provide some exciting new designs of raincoat.

If you are looking for any form of high fashion or practical waterproof rainwear you have come to the right place!

Have a terrific summer and dry Festival with your new fashion Raincoat.

Fashion rainwear Team.