



**FASHION HOUSE ba&sh
REVEALS THE MODEL
BAMBI NORTHWOOD-BLYTH
AS THE FACE OF OUR
NEW INTERNATIONAL
PRESS CAMPAIGN**

ba&sh
FALL WINTER
14-15

After 10 years of a successful fashion and style story, fashion house ba&sh reinvents itself with the launch of the Autumn/Winter 2014-15 collection, signing with the unique Bambi Northwood-Blyth, chosen for her glamorous freshness, and her bohemian-chic allure. The new international campaign, signed by Belgian photographer Quentin de Brie, inspires worldwide a new type of femininity... a woman wildly in love, deliberately free and outgoing, with multiple facets... in a couple of words, Ultra-Femininity.

BAMBI & BA&SH: THE STORY OF A LOVELY ENCOUNTER

Struck by the singularity of her face, her unique personality and her iconoclastic lifestyle, it was without hesitation that the two stylists behind ba&sh elected as the new face of their campaign Bambi Northwood-Blyth, known for her passion of partying, dancing, and her globe-trotter life style. "We were completely seduced by Bambi, her charisma, energy and boldness" declare both Barbara and Sharon, the designers of ba&sh. Far from conformity, ba&sh depicts through this campaign its vision of the woman in her diversity, and reveals, with conviction, the choice for an assertive identity.

THE NEW INTERNATIONAL PRESS CAMPAIGN: THE ESSENCE OF BA&SH

With this new publicity campaign, following the axis of the previous one done by Matteo Montanari in 2013, ba&sh house establishes its artistic signature: a vaporous aesthetic, sublimed by a chic, luxurious and natural influence, evoking the travel tastes of both the designers. In order to write this new page of its history in images, ba&sh joined edgy Belgian photographer Quentin de Briey, whose style imprinted of emotion, sobriety and character, is in symbiosis with the brand's DNA. The artistic universe of this campaign contrasts with a touch of light, while the Mediterranean environment adds a perfect balance between strength and warmth.

After Paris and Ibiza, Barbara and Sharon chose Barcelona as the welcoming land of their campaign. A destination which evokes conviviality, simplicity, and passion... values which are essential to the designers. This press campaign will be revealed in France as well as internationally starting August 2014, via displays, press and web Medias.

AUTUMN/WINTER 2014-2015 COLLECTION: CONFIRMING BA&SH STYLE WITH FEMININITY AND LIGHTNESS

The Autumn/Winter 2014-2015 Collection of ba&sh house, with the sublime Bambi Northwood-Blyth, embodies a woman animated by a neo-romantic feeling, dueling between intensity and lightness, nobility and bestiality. Materials are cut and open worked, fabrics are vaporous, there are games of pleats, the whole confirming this season, and since its origin, the success of ba&sh house. The graphic, tribal, or yet wild prints, allied with the cloudy, rosy or charcoal tints demonstrate the diversity of a plural woman. The chic and light silhouettes, the modern and urban allure shown in the headlight pieces of the collection such as the PANIC dress or yet cardigan CARDINAL seduces all style enthusiasts.



BA&SH HOUSE

With their mutual love of fashion in mind, it was only natural that Barbara Boccara and Sharon Krief created their fashion house in 2004. A decade later, present in over 450 sales points around the globe, ba&sh celebrates this anniversary with an exclusive capsule collection, around 10 iconic and revisited dresses from their history. It is because the accomplice ba&sh duo think of the lines of their ideal wardrobe as an intimate and timeless signature that it has met with great success among French and International celebrities, and all women following a radiant and feminine style.

**THE B-ROLL AND SELECTED PHOTOS ARE AVAILABLE AT PRNEWswire.com
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