

# 507 71

The shirt collection 507 71 is sewing together modern design with historical craftsmanship



In Autumn 2010, the shirt collection 507 71 is launched which combines contemporary design with the true details of craftsmanship and materials of the highest quality. 507 71 is a collateral line of the prestigious shirt manufacturing company Eton, from where 80 years of craftsmanship, shirt expertise and a sense of quality is gathered. The 507 71 collection resonates Eton's heritage at the same time as the design will elaborate different expressions and styles to attract the conscious and stylish fashion customer.

“We are entering a new segment in which we bring our skills of craftsmanship. It became evident to create a young and modern collection without bending on the quality”, says Sebastian Dollinger, designer for 507 71 and Eton.

The inspiration of the first 507 71 collection comes from the grunge culture of the 90's to create a relaxed and young feeling. The collection is mainly based on checked shirts in washed flannel, poplin or denim in the colors of grey, red and blue with contrasts of purple and green. The silhouette of the twelve shirts is slim but at the same time loose and the collars are subtle versions of button-down or pinpoint. The buttons are of course sewn on shanks to increase the life length of the shirt.

“The 507 71 collection will never look the same from season to season. In the first collection it felt obvious to take the inspiration from my own interests – grunge, checks and rock'n roll.

The name 507 71 is established from the postal code of Gånghester, where Eton's head office and the majority of the production is located still today; 82 years since the company's establishment.

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