Original press release 1045 words. This version 643 words – over 1/3 less.

**THE DAZZLE COLLECTION BY KLEED**

**An iconic, inspired collection of luxury loungewear, eclectic in style and vast in scope – from IKAT kimonos to silk kaftans; from dress robes to kaftan dresses.**

Sustainable luxury loungewear brand KLEED introduces the Summer 23 Collection, that thrives on vivid handloomed, or block printed colours and richly worked pure silk embroideries. Exciting designs and expert craftsmanship come together in unique, statement pieces of luxury loungewear for today’s demanding woman.

This Summer, KLEED introduces the deliciously decadent, handloomed pure silk Gadisar Kaftan, in a stunning scarlet and brilliant aquamarine vintage pattern that is always in style.

**KLEED kimonos on the brand’s path to full sustainability**

As always with KLEED, sustainability is at the fore – and this season introduces the midnight blue and white Demoiselle Kimono. Handmade by expert craftsmen in Bagru, India, following centuries old traditions in block printing, it is made using only natural dyes and thus chemical free.

**Kaftan dresses and Robe dresses make their début with style**

Kaftan dresses, crafted from the finest cotton poplin, make their début, with the Krait Kaftan midi dress - in a dazzling array of glorious scarlet, mint green, golden ochre and true blue. A veritable explosion of outsize flowers and foliage print, complemented by extravagant embroidered flower bursts.

Another ode to femininity - the new Chinkara Robe Dress, a perfect take-me-anywhere robe dress. Made from pure cotton single IKAT, it is versatility itself: buttoned up and donned as a dress; worn open as a summer coat, or tied at the waist, as the airiest of robes. It comes in a veritable rainbow of colours - golden yellow, watermelon pink, indigo blue, emerald green, vivid orange or the deepest violet. The whole embellished by contrasting, outsize white flower burst embroideries, in pure silk.

**KLEED Kaftans for those sun-drenched days and moonlight nights**

No KLEED Collection is complete without its hallmark tailored Kaftans, in IKAT cotton – the ultimate luxury leisurewear statement piece. Handcrafted using age-old techniques, the double IKAT Kaftans’ 100% cotton yarns are resist-dyed, twirled and skillfully hand-loomed to create a shaded-pattern effect. This summer, pure silk embroideries in flowers and foliage are extravagant, celebratory and utterly KLEED.

The stunning Gadisar Midnight Blue Kaftan is a moonlight sonata: a deep blue background and soothing prints in dark cherry red, warm ochre and cream, its white flower bursts, embroidered in pure silk. The outsize, warm red zigzag patterned Gadisar Red Kaftan is complemented by electric blue, embroidered flowers. The Gadisar Black kaftan features a dramatic black and white pattern, enlivened by a vivid turquoise embroidery.

The Summer 23 Collection is, in every way, far more than the sum of its parts. Unique luxury casual loungewear is paired with sustainability – from respecting and honouring craftsmanship and materials; to opting for recycled product labels, non-polluting packaging and handmade paper from excess fabrics.

**END**