

SHEIN reveals exclusive new collection with Made In Chelsea star Georgia Toffolo



London, Aug 28, 2020 ([IssueWire.com](https://www.issuewire.com)) - Following the international success of the debut collection in March, SHEIN has partnered with Georgia Toffolo for a much anticipated second collaboration launching this August.

The 20-piece range features fun and wearable daywear in sizes 6-16, with key pieces including double breasted blazers, summery smock dresses and soft volume blouses at affordable prices.

Lovingly curated to honour her signature romantic style, Toff has worked closely with the in-house buying and design teams at SHEIN to offer a collection brimming with fashion forward dramatic bows, covered buttons and intricate prints, with a focus on transitional colour palettes across luxe fabrications.

Toff says:

“I’ve absolutely loved having the opportunity to ‘Toff up’ my most treasured current classics and create a collection which appeals to women who are all about having fun with fashion. Dresses are a core part of the range - the belted salmon dress is my favourite whilst the pink skirt suit will look amazing with trainers and a jazzy handbag. It’s important to me that everyone can feel involved so I’ve worked hard to incorporate pieces that will flatter different body shapes.”

The Georgia Toffolo x SHEIN collection launches online on 14th August 2020.

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About SHEIN

Launched in 2008, SHEIN delivers accessible and fashion forward women’s, men’s, and children’s clothing, beauty and homeware to over 200 countries around the world.

With a mission for everyone to enjoy the beauty of fashion, SHEIN stays on top of the latest worldwide fashion trends whilst maintaining high company values, excellent production standards and industry leading working conditions.

A proud part of the community, SHEIN has raised over £220,000 for Cancer Research UK since June 2019, sponsored Graduate Fashion Week in 2019 and this year donated 150,000 protective masks to Royal Mail staff and various UK care homes, clinics to support the COVID-19 response.



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