

Canoe SS10 Press Days

This October we ushered in the Spring/ Summer '10 collections with our bi-annual Canoe press days taking place in the heart of Soho, London, just off trendy Carnaby Street. As a platform to address the media world, we invited key journalists and stylists to preview the highlights from the collection that they will be calling in for the season ahead.

Feedback was very positive for the whole collection, with particular interest being generated by the extended Heritage Series as well as the Reclaimed Series. The results were instantaneous, with the likes of FHM, Men's Health, Buckstyle, GQ and Dansk all lining pieces up for future shoots. A detailed account of the attendees and specific feedback can all be found in the Canoe Press Day report.