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Preen Party



It seems only right that following the success of their Preen Line collection, **Justin Thornton** and **Thea Bregazzi** celebrate the launch of its new spring/summer 2010 collection with a little bit of fashion love - which is exactly what they did this week in New York at **The Yard at Soho Grand**.

"We really wanted to have a little informal party, just a few people and keep it quite low-key. It's really nice to give Preen Line a little bit of a launch," Thornton told VOGUE.COM, explaining: "It's doing so well for us, really growing and the sales have been great," - a case in point being the smash-hit success of the pink fountain dress in May (read about it here).

Of this season's collection, Thornton told us: "With the Preen Line, when we moved studios, we also re-housed the archive and revisited some of the mainline styles - the grunge styles - and so that was the mood. We often take pieces from the mainline and make them really easy to wear - practical. This season we introduced stretch lace to make it fun and young and we've played with an abstract floral print."

Co-hosted by **Leigh Lezark** - who Bregazzi describes as being "the perfect Preen girl, cool and edgy yet classic" - the party unfolded to a backdrop of images from the Preen Line spring/summer 2010 lookbook, as modelled by Eden Clark, projected across the walls.

Ahead of their mainline Preen show (which takes place today), meanwhile, Thornton told us: "We started by winding rope around the body. It looked slightly bondage but then we developed it with silk."