

# Misguided launch their new SS13 TV Campaign

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/EINPresswire.com/ UK (submitpressrelease123.com - press release) This month sees online fashion retailer [Misguided](#) launch their hot new SS13 TV campaign featuring trend led pieces designed exclusively by their in-house design team.

The TV advert, which will launch on 4th February 2013 was shot on location in a breathtaking 17th Century Palladian house which embodied British eccentricity in an off-the-cuff and extraordinary way – a perfect home for the effortlessly cool Misguided girl.

The advert gives a taste of what the women's fashion retailer is planning for the new season, and with patchwork denims, monochrome, leatherette, contrasting textures, and eye -popping bold colours – heavily influenced by both the catwalks and international street style, the new collection is undoubtedly the most exciting yet.

Two models fiercely strutted through the large opulent rooms filled with taxidermy of centuries gone by. From the mighty lion to the mythical unicorn, every nook and cranny was home to a beast or bird – big and small. Over the past 400 years these rooms have seen famous faces such as Kate Moss & Jamie Hince, Sienna Miller, the Gallagher brothers and Matthew Williamson. As the owner James Perkins pondered “If these walls could talk...”.

The lavish golden mirrors, grand staircases and majestic chandeliers in this manor in the quaint countryside of Oxfordshire were the perfect juxtaposition to the bold neon's, block colours, iridescent sequins and metallics that the models adorned with the uninhibited attitude that the Misguided girl embodies.

The models ran through the rooms in 6 inch platform boots with wild abandonment, jumping on perfectly made beds, messing up their hair, throwing on sunglasses and fringed leather jackets. They made each room their own, the dark spaces alight by the crew racing to keep up with their pace.

Passing a large open fire, through a library and up flights of stairs all decorated in sinful hangings & characteristic details – the irony of such lively girls dressed in hot new pieces bypassing items from decades ago in an aged house was not lost.

Visit Misguided online now with free UK next day delivery on all orders over £40.

Check out [Missguided's Tumblr](#) and the [Missguided TV](#) channel and the new video now - <https://www.youtube.com/watch?v=chVqp-7YiQA>

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