

PLUS NEW ACCESSORIES  
& SALE ITEMS!

# LONG ISLAND

Your  
exclusive  
**Autumn  
Preview**  
Sneak  
Peek!

SHOP  
THIS NEW  
COLLECTION  
NOW - ONLINE  
OR INSTORE!

'FOR WOMEN WHO LIKE TO BE ADMIRER'

BEAUTIFUL CLOTHES THAT REALLY FIT IN SIZES 10 - 30

Autumn Preview Sneak Peek 2012 • [www.longisland.co.nz](http://www.longisland.co.nz) • Freephone 0800 23 43 53

Introducing  
our latest  
**2-in-1 top,**  
now with an  
improved neckline.

The stylish  
*pintucked neckline*  
makes it a  
*standout style!*

#### A. Aruba Top

Our 2-in-1 tops are so popular we just had to offer you another or there might be a mutiny! This stylish top is a cardigan and singlet all in one. It has sleeves and a softly curved hemline to the cardigan, which drapes beautifully at the front. We've improved the V neckline, making it not as low as our other 2-in-1 tops and embellished it with pintucks, added soft bust gathers at the front for a little extra room and added a little back shaping via some topstitched darts for a better fit. Made from a lustrous stretch viscose, it is just so comfortable you won't want to take it off - skims beautifully over the tum area and finishes lower hips.

**Style:** 312452 • **Fabric:** Viscose/Spandex • **Colours:** Berry, Black, Cobalt, Dark Red • **Sizes:** XS-4XL

**\$109.99**

#### B. Short Capri Pants

So many of you wanted shorter cotton pants for the summer in fun colours so we thought why not! Cotton with a touch of stretch, these are so comfortable and fit so well that you'll think they were made for you! These practical pants will look good all season long. Looks great on most figure shapes.

**Style:** 812001 • **Fabric:** Cotton/Spandex • **Colours:** Black, White, Lime • **Sizes:** XS- 4XL Average length 45cm • Made in New Zealand 

**\$98.99**

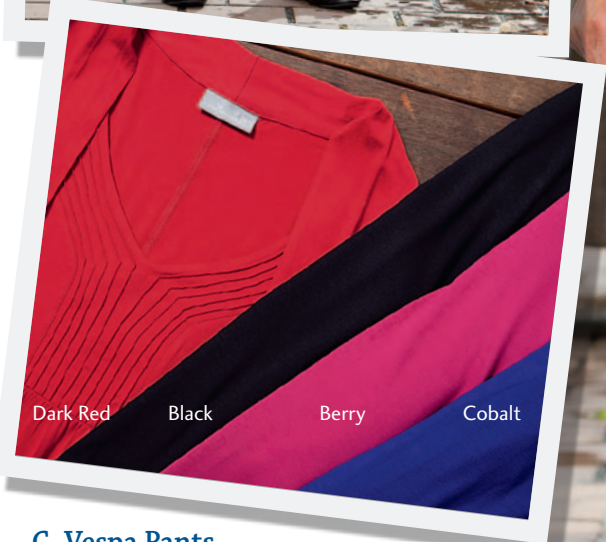


Look out for this symbol - it means that the item has been made in New Zealand!





**NEW  
STYLES**



**C. Vespa Pants**

A pair of very useful ¾ pants in that very useful colour – black! These pants have a comfortable easy on, stretch waistband that has a flat front, for a nice smooth fit. They have two deep front pockets and are made from a quality stretch cotton fabric, ideal for all those who love our Soda pants.

*Style note: The wider leg shape looks good on just about everyone except those 'Apple' figures without any thigh or bottom!*

**Style: 812053** • Fabric: Polyester/Spandex • Colour: **Black** • Sizes: XS-4XL • Average length: 71cm • Made in New Zealand

**\$109.99**



**NEW STYLES**

A

B


### A. Aruba Shawl Neck

If you're wanting a dressy wee top with a pretty collar then our Aruba Shawl neck is just that little bit different! Ideal for wearing under a jacket or by itself and the ¾ sleeves are ideal any time of the year. Finishes lower hips and has enough swing in the front to skim over the tricky bits!

**Style:** 312450 • **Fabric:** Viscose/Spandex • **Colours:** Berry, Black, Cobalt, Green • **Sizes:** XS-4XL  
**\$98.99**

### B. Vespa Pants

A pair of very useful ¾ pants in that very useful colour – black! These pants have a comfortable easy on, stretch waistband that has a flat front, for a nice smooth fit. They have two deep front pockets and are made from a quality stretch cotton fabric, ideal for all those who love our Soda pants. *Style note:* The wider leg shape looks good on just about everyone except those 'Apple' figures without any thigh or bottom!

**Style:** 812053 • **Fabric:** Polyester/Spandex • **Colour:** Black • **Sizes:** XS-4XL • **Average length:** 71cm • **Made in New Zealand**   
**\$109.99**

### C. Soda Jeans

Gosh we like it when you suggest ideas for new styles to us! Someone said why don't you make your Soda pants in other fabrics – and know what, we thought for a moment before replying 'what a great idea!' So here they are – just like our ever popular Soda pants in cut but made from a crisp stretch cotton. They have a flat fronted waist and stretch back band, which makes them so comfortable to wear. Wear them all season long with sandals and wear them all over again in winter with boots! *Style note:* Looks great on most figure shapes except perhaps our very tiny legged Apples.

**Style:** 812050 • **Fabric:** Cotton/Spandex • **Colours:** Denim Blue • **Sizes:** XS- 4XL • **Average length** 60cm • **Made in New Zealand**   
**\$109.99**



Aruba Shawl Neck

Our soft, elegant  
shawl neck top  
is so versatile,  
*you'll want  
it in all  
the colours!*

NEW  
STYLE

A



C

A



Soda Jeans waistband



# Our classic crew neck is a real *Wardrobe Essential!*

## A. Classic Long Sleeve Crew


We all just love this fully fashioned long sleeved crew neck and now it's available in even more colours. Made from soft stretch viscose it is ideal for layering but can also be worn by itself if you prefer. An ideal piece for your capsule wardrobe, available in four classic colours!

**Style: 810473** • Fabric: Viscose/Spandex • Colours: Black, **Dark Red, Green, Grape**, Red, White • Sizes: XS-4XL  
**\$79.90**

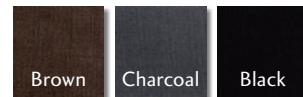
## B. Flutter Pants

Cut on the bias, the waistbands on these very elegant pants are just as comfortable as our stretch waistbands but a little less bulky. The wider legs just flow from the hips which makes them super elegant. Made from a soft woven fabric they drape yet have enough oomph to ensure they'll look smart all day.

**Style Note:** You may just need to wiggle into them a little to get them over the hips but once they're on you'll be glad you did because they look & feel like a million dollars!


**Style: 809068** • Fabric: Polyester/Viscose/Spandex • Colours: Black, Brown, **Charcoal** • Sizes: 10-30 • Average inside leg length: 80cm • Made in New Zealand 

**\$109.90**



## C. Field Capri Pants

A lovely casual and light-weight capri pant made from a breathable cotton with a touch of lycra for that little bit of stretch. Easy fitting with a stretch waistband, straight leg styling and the  $\frac{3}{4}$  length leg have a small vent at the hem detailed with 4 buttons just to make them a little bit special – and we all love those design twists!

**Style: 811072** • Fabric: Cotton/Lycra • Colours: **Indigo** • Sizes: XS-4XL • Average inside leg length: 59cm • Made in New Zealand 

**\$109.99**

## D. Short Capri Pants

**Style: 812001** • Please see page 1 for details  
**\$98.99**



Grape

White

Red

Black

now available  
**in even more**  
*great colours!!*



A

C



A

D



### A. Spandex Watch

Style: 212900 • Colours: Black, Red, White •  
Bracelet size - 15cm - very stretchy  
\$39.99

### B. Bling Watch

Style: 212901 • Colours: Cream, Fuchsia, Light  
Green, Red, Teal • Bracelet size - 24cm to the last  
hole on the strap  
\$49.99

### C. Rosebud bracelet

Style: 212902 • Colours: Silver • Bracelet size -  
22cms round  
\$59.99

### D. Snake Necklace

Style: 212908 • Colours: Silver  
\$39.99

### E. Marble Necklace

Style: 212903 • Colours: Black/Grey • Chain  
length: 93cm extendable by 9cm  
\$39.99

### F. Caribbean Necklace

Style: 212906 • Colours: Coral/Multi • Chain  
length: 97cm extendable by 10cm  
\$49.99

### G. Double Knot Necklace

Style: 212907 • Colours: Silver • Chain length:  
44cm extendable by 9cm  
\$24.99

### H. Spandex Ring

Style: 212909 • Colours: Black, Red • Band size:  
stretchy  
\$19.99

### I. Daisy Ring

Style: 212910 • Colours: Silver • Band size:  
extendable  
\$19.99



Add your own  
touch of style

this season with our  
range of stunning  
accessories!



**J. Rose Ring**

Style: 212911 • Colours: Silver • Band size: extendable  
\$19.99

**M. Pebble Necklace**

Style: 212914 • Colours: Black/Cream • Chain length: 53cm extendable by 8cm  
\$39.99

**K. Liz Ring**

Style: 212912 • Colours: Crystal • Band size: extendable  
\$19.99

**N. Black Chain**

Style: 212915 • Colours: Black • Chain length: 60cm extendable by 7cm  
\$39.99

**L. Vivid Necklace**

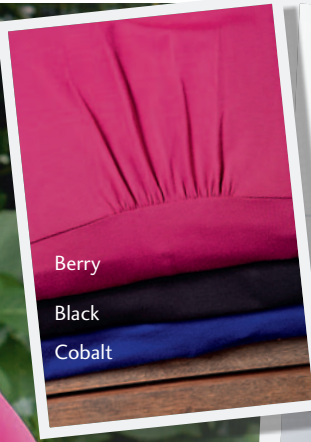
Style: 212904 • Colours: Silver • Chain length: 45cm extendable by 8cm  
\$34.99

**O. Ribbon Chain Necklace**

Style: 212916 • Colours: Silver/Black • Chain length: 60cm extendable by 7cm  
\$49.99



**NEW  
COLOURS**



# Super flattering

Our swingline top just skims over everything!

### A. Amour Scoop

This popular top is now available in a bunch of new colour! Tunic like, but a bit shorter for those of you who find our other tunic styles a bit too long. Made from a high quality, soft stretch viscose it has practical ¾ sleeves, a scoop neckline that is just right (not too wide or deep!) a clever, slightly gathered and shaped front panel which ensures that it floats over the tum and hips without looking too full. We have designed it to be worn alone (well - perhaps not entirely - we do recommend teaming it up with a bottom half of some sort!) but it looks equally at home under a jacket or wrap. Finishes upper thigh.

Style: 411451 • Fabric: Viscose/Elastane • Colours: Berry, Black, Cobalt, Fuchsia, Lilac, Red XL-3XL, White • Sizes: XS-4XL  
\$79.90



### B. Short Capri Pants

Style: 812001 • Please see page 13 for details  
\$98.99

### C. Texas Jeans

Style: 206051 • Please see page 11 for details  
Ink \$99.80  
Light Wash, Black \$109.90

# Summer Bargains Be Admired for less this Summer!

## D. Amour Cardigan

Double layered crinkled up collar, long sleeves with ruffle trimmed cuffs, crushed satin kick pleat at the back and slouchy drapery hemline pockets are all key features of this unique 'coat cardigan'. So unique - maybe we should call it a 'Coatigan' and invent a whole new style category of our own! The princess line cut is flattering on because it ensure it fits really well over the shoulder and bust area. The centre front buttons are great too because they look good open or closed. Try wearing the matching Amour Vest as a dress with this over it as a coat. It's a look that will wow everyone! Finishes mid calf.

*Style note: Made slightly longer because it's designed to shrink upwards about 2cm in the first wash. Quite roomy so also try sizing down.*

**Style: 411702** • Fabric: Viscose • Colours: Black, Gunmetal, Red, Silver • Sizes: XS-4XL

**Was \$159.90 Now \$79.99**

## E. Amour Wrap

Gather front, trimmed with pretty buttons is how our designer describes this style, well yes, but it's far more special than that description suggests! Long sleeved with soft patch pockets and a drapery front that looks a million dollars worn over just about everything is what I'd also add. It comes in a heavy weight high quality viscose fabric that will work for you all year 'round.

*Style note: Made slightly longer because it's designed to shrink upwards about 2cm in the first wash.*

**Style: 411704** • Fabric: Viscose • Colours: Black, Gunmetal, Red, Silver • Sizes: XS-4XL

**Was \$139.90 Now \$79.99**

## F. Amour Vest

Drapery, crinkled and ruffled – our new long coat style, shawl collar vest was inspired by my visit to Europe last year! Crinkles and subtle satin trim details are the key to this range. We've hidden practical pockets in the side seams but added low drapery ones at the hem just for effect! They cleverly draw the eye right down to the hemline. Wear it layered over your knits for winter or over a tee in the warmer weather ahead. Doesn't need ironing, plus it's sure to create a lot of admiring comments – the perfect combo in my book! Finishes mid calf and is made from a heavy weight high quality crinkled viscose fabric.

*Style note: Made slightly longer because it's designed to shrink upwards about 2cm in the first wash. Quite roomy so also try sizing down.*

**Style: 411703** • Fabric: Viscose • Colours: Black, Gunmetal, Red, Silver • Sizes: XS-4XL

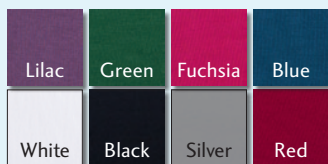
**Was \$149.90 Now \$79.99**

## G. Amour Singlet

A soft stretch singlet, with a lower scooped neck and soft gathers between the bust, which give a very flattering fit on the hips and ensures it doesn't cling but doesn't look baggy either. Available in a choice of 8 lovely colours, another ideal piece for your capsule wardrobe!

**Style: 411202** • Fabric: Viscose/Elastane • Colours: Black, White, Fuchsia, Lilac, Blue, Green, Red, Silver • Sizes: XS-4XL

**Was \$69.90 Now \$49.99**



# Rouched not rolled

- that's our motto!



Cobalt

Dark Red

Black

Berry

A

NEW  
STYLE

## Our pretty polo neck top looks so great on

## you'll wear it with everything!

### A. Aruba Skivvy

This is going to be such a popular style with the cooler days ahead. It has a soft 'scrunched or rouched neckline', which immediately makes it dressy enough to wear anywhere and soft rouching on the sleeves just for that added touch of style, not to mention the fabulous colours – just perfect for brightening up your day. Finishes lower hips and skims over the hips and tum' area.

**Style:** 312451 • **Fabric:** Viscose/Spandex • **Colours:** Berry, Black, Cobalt, Dark Red • **Sizes:** S-4XL  
**\$98.99**

### B. Texas Jeans

Our classic style zip fly jeans are available in three colours - Ink, Light Wash and Black. They come complete with all the traditional features of five pocket jeans and are made from soft slightly stretchy but hard wearing ten ounce denim. Go on, give them a try – we promise you won't be disappointed!

**Style:** 206051 • **Fabric:** Cotton/Elastane • **Colours:** Ink, Light Wash, Black • **Sizes:** 10-30 • **Average inside leg length:** 80cm

**Ink \$99.80**

**Light Wash, Black \$109.90**



Ink

Light Wash

Black



NEW  
STYLE

Rouched  
detailing





**NEW  
COLOURS**

A

B

### A. Classic Scoop Neck Top

Our classic scoop has just got better! Because it's now available in 10 lovely colours - definitely a wardrobe staple all year round with  $\frac{3}{4}$  sleeves and a soft scoop neck top. Made from a lustrous stretch viscose it is so light and comfortable on that you won't want to take it off!

**Style: 808300** • Fabric: Viscose/Spandex • Colours: **Berry**, Black, Blue, **Cobalt**, Cream, Grape, **Green**, Lime, Red, White • Sizes: XS-4XL

**\$69.90**



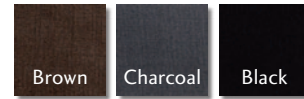
### B. Flutter Pants

Cut on the bias, the waistbands on these very elegant pants are just as comfortable as our stretch waistbands but a little less bulky. The wider legs just flow from the hips which makes them super elegant. Made from a soft woven fabric they drape yet have enough oomph to ensure they'll look smart all day.

*Style Note: You may just need to wiggle into them a little to get them over the hips but once they're on you'll be glad you did because they look & feel like a million dollars!*

**Style: 809068** • Fabric: Polyester/Viscose/Spandex • Colours: **Black**, Brown, Charcoal • Sizes: 10-30 • Average inside leg length: 80cm • Made in New Zealand

**\$109.90**

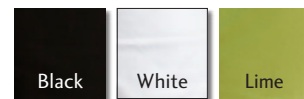


### C. Short Capri Pants

So many of you wanted shorter cotton pants for the summer in fun colours so we thought why not! Cotton with a touch of stretch, these are so comfortable and fit so well that you'll think they were made for you! These practical pants will look good all season long. Looks great on most figure shapes.

**Style: 812001** • Fabric: Cotton/Spandex • Colours: **Black**, **White**, Lime • Sizes: XS- 4XL Average length 45cm • Made in New Zealand

**\$98.99**



Flutter Pants Waistband

This scoop neckline  
looks so good on  
- because it sits  
just right  
*and it now  
comes in 4 new  
colour ways!*



# Looking good has never been *this easy!*



## A. Vespa Jacket

Reverse layering has arrived! It's the classic blazer updated and comes complete with a single button front, a tailored collar, princess lines for a fab' fit and a vent at the back for ease across the hips. Made from a lovely cotton twill with a touch of stretch, the softly fitted shape of this new jacket is perfect for almost everyone. We see it worn as a shorter jacket over a longer shirt or tunic. Perfect! Finishes lower hips

**Style: 812706** • Fabric: Cotton/Spandex • Colour: **Black** • Sizes: XS-4XL • Average length: 67cm • Made in New Zealand

**\$149.99**



## B. Azure Top

We're just loving cowl necks this season and this soft, cool printed mesh fabric looks just stunning on. Just give the give bias cut front of the top a gentle sideways stretch to get the cowl neck to sit just the way you like it. Easy! Looks great worn under a jacket to work or a shrug for a more casual look.

**Style: 812205** • Fabric: Polyester/Spandex • Colour: **Black** • Sizes: XS-4XL • Average length: 67cm • Made in New Zealand

**\$98.99**



## C. Vespa Pants

A pair of very useful  $\frac{3}{4}$  pants in that very useful colour – black! These pants have a comfortable easy on, stretch waistband that has a flat front, for a nice smooth fit. They have two deep front pockets and are made from a quality stretch cotton fabric, ideal for all those who love our Soda pants.

*Style note: The wider leg shape looks good on just about everyone except those 'Apple' figures without any thigh or bottom!*

**Style: 812053** • Fabric: Polyester/Spandex • Colour: **Black** • Sizes: XS-4XL • Average length: 71cm • Made in New Zealand

**\$109.99**



## D. Short Capri Pants

**Style: 812001** • Please see page 13 for details

**\$98.99**

