# Yasmin Le Bon fronts George at Asda summer collection for 60th birthdays



In a surprising collaboration that blends high fashion with everyday accessibility, Yasmin Le Bon, one of the leading supermodels of the 1980s, has become the face of George at Asda’s new summer collection. This partnership marks a unique moment as both Le Bon and Asda celebrate their 60th birthday year.

George, Asda's clothing brand launched in 1989 by George Davies, has long been recognised for offering stylish yet affordable fashion. The Daily Mail reports that the supermarket chain has become a significant player in the UK clothing market, ranking third in sales behind Primark and Marks & Spencer. Last year alone, Asda sold an impressive 3.2 million pairs of shoes across its women’s and men’s departments.

This season, the George at Asda summer collection promises a range of versatile and fashion-forward pieces with appealing price points. Among the highlights are a sage green casual shorts suit—where the blazer is particularly noted—a fringed cotton boho kaftan reminiscent of the styles seen on Chloé’s catwalk, and a loose-fitting broderie anglaise co-ord ideal for summer’s heat. The collection also features an 80s-inspired graphic tee, bringing a retro update to classic wardrobe staples.

Accessories play a notable role in the collection, with Le Bon herself praising a pair of gladiator sandals as ‘seriously sassy’ and a woven clutch bag as ‘super cool.’ Prices across the range remain impressively low, with all items under £30 and the most expensive dress costing just £25.

Liz Evans, George's chief commercial officer, shared insights into the brand's philosophy, stating, “Making fashion accessible and purse-friendly is our goal.” She emphasised that the addition of Yasmin Le Bon, who remains active and visible on international fashion runways, will enhance the brand’s profile further: “Having a style icon like Yasmin modelling our line is only going to elevate the range.”

The collection focuses not only on affordability but also on quality, including pieces made from 100% cotton, silk, and fibres that are organic or Fairtrade-certified, offering durability and comfort beyond what might be expected at this price point. This effort reflects a broader trend in budget fashion where shoppers can now find well-made garments alongside grocery aisles.

One intriguing item yet to be fully tested by the Daily Mail’s reporter is Le Bon’s endorsed budget swimsuit, which she confidently describes as having ‘a great cut.’

Asda’s George brand continues to redefine supermarket fashion, merging style with value and attracting shoppers looking to stay fashionable without breaking the bank.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. [https://www.tiktok.com/@georgeatasda/video/7496174710221294870](https://www.tiktok.com/%40georgeatasda/video/7496174710221294870) - This TikTok video showcases Yasmin Le Bon as the face of George at Asda's summer collection, highlighting the collaboration between the supermodel and the brand.
2. <https://sustainhealth.fit/lifestyle/george-at-asda-summer-collection-supermodel-yasmin-le-bon-brings-glamour-to-everyday-style/> - The article discusses how Yasmin Le Bon models George's summer collection, emphasizing accessible glam and bridging high-end fashion with affordability.
3. <https://www.hellomagazine.com/fashion/celebrity-style/828475/yasmin-le-bon-exclusive-marriage-menopause-mental-health/> - This article includes an exclusive interview with Yasmin Le Bon where she talks about her role in modelling George's exclusive summer edit, emphasizing that fashion should be affordable for everyone.
4. <https://thehootleeds.com/whats-on/asda-to-open-first-ever-standalone-george-right-here-in-leeds/> - This article announces Asda's first standalone George store in Leeds, featuring George's new spring/summer collection and its partnership with Yasmin Le Bon.
5. <https://www.instagram.com/yasminlebon/> - This Instagram profile can provide insights into Yasmin Le Bon's involvement in various fashion campaigns, including her potential work with George at Asda.
6. <https://www.noahwire.com> - The article from Noah Wire Services discusses Yasmin Le Bon’s collaboration with George at Asda, emphasizing the blend of high fashion and affordability. However, specific content about George's collection isn't directly linked here.
7. <https://www.dailymail.co.uk/home/you/article-14640285/asda-yasmine-le-bon-collection.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data