

French Connection Model To Appear In Pirates Of The Caribbean

FRENCH CONNECTION

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Author: [French Connection](#)

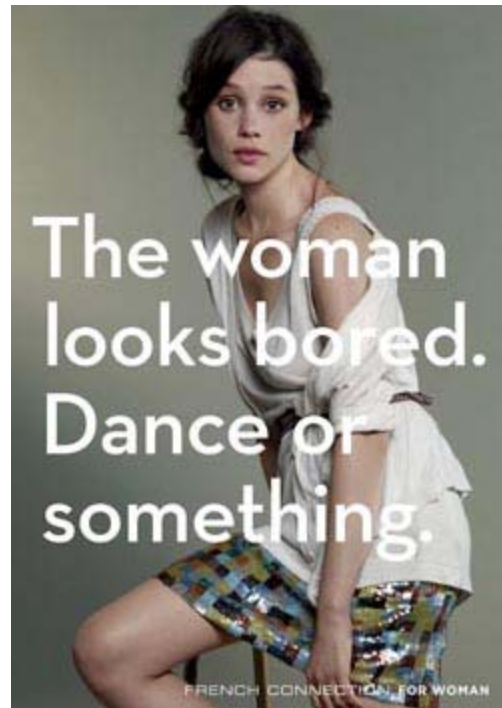
Industry: [Retail](#)

French Connection's 'THE WOMAN', Astrid Bergès-Frisbey, is set to appear in the next instalment of Pirates of the Caribbean, On Stranger Tides, which is due out later this year.

Bergès-Frisbey, the current face of French Connection's [Spring Summer collection](#) - the 2010 'THE WOMAN' campaign - has been selected by producer Jerry Bruckheimer and director Rob Marshall to star in the key role of Syrena, a beautiful and alluring young mermaid, in Walt Disney Pictures/Jerry Bruckheimer Films epic adventure "Pirates of the Caribbean: On Stranger Tides" the fourth in the blockbuster series of films.

Bergès-Frisbey joins Johnny Depp, returning in his iconic role of Captain Jack Sparrow, and Penelope Cruz who will play Blackbeard's daughter. The fourth Pirates movie begins filming this June in Hawaii, Great Britain and Los Angeles. The film is slated to open on May 20, 2011.

[Astrid Bergès-Frisbey](#) was born in Barcelona of French-American and Catalan parentage and, now based in Paris, is one of France's brightest



young stars, appearing in French films "La Fille du Puisatier", "Bruc", "Extase", "La Premiere Etoile" and "Un Barrage Contre le Pacifique".

Astrid took her first steps into the fashion world fronting French Connection's Spring Summer 10 international campaign and is set to continue working with the brand for Autumn Winter 2010.

[French Connection](#) wishes Astrid every success in her exciting new role and all the best for her future acting career.

About French Connection

French Connection was founded in 1972 by Stephen Marks who set out to create well-designed [women's clothing](#) that would appeal to a wide audience. French Connection now offers a fashion-forward clothing range, including full men's clothing collections, with a quirky spin on design, priding itself on quality and affordable prices.

Having established a strong core clothing business, through design and an idiosyncratic sense of style, French Connection has recently expanded its portfolio into exciting new areas including men's and women's toiletries, sunglasses, watches and shoes.

Driven by innovation and change, the brand's strength lies in mixing new ideas with the basic promise of quality and affordability, established more than 30 years ago when the business was founded. Throughout this expansion and diversification the principles have remained the same; design-led products presented in a unique and innovative way.

For more information about French Connection or this press release - or to request images, or samples - please contact:

Lisa Pierce
French Connection
Centro One
39 Camden Street
London
NW1 ODX
020 7036 7273
www.frenchconnection.com

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