

INSPIRED BY THE UNBRIDLED CREATIVITY OF INFLUENCIAL ARTISTS AND VISIONARIES, WE PRESENT FALL 2017.
FRESH TRENDS, FRESH PERSPECTIVE.
SEE ANEW.

FALL STARTS *HERE*

A fresh unexpected take on feminine dressing, calling on contrasting trends to fashion her world...

Lace and ruffles evoking

Modern silhouettes sculpted to perfection

A burst of saturated hues to lift her mood

Billowing movements of grand proportion

New fashion. New You. Want in?
Then let's begin...

chico's

the EDIT

Let's embrace Fall 2017 with ***EXCITEMENT****. There's a feeling of transformation in the air and our favorite new* ***TRENDS*** *will update your wardrobe and help you embrace the possibilities of the season. As we trade our breezy summer* ***STYLE*** *for more directional looks, it's about new* ***PROPORTIONS****, eastern inspired prints and a fresh take on* ***DENIM*** *dressing.*



1

devoted to DENIM

denim takes on a new allure; decorated, patched and mixed tones for a new attitude



3

EASTERN *influence*

eastern influence is seen through print & pattern, kimono silhouettes and details



4

COMMAND attention

Fall's new marching orders are highlighted in olive and military influences



2

embrace the ECLECTIC

artisan, novelty, whimsy, more-is-more fashion is having a decidedly swoon-worthy moment



5

TOP contenders

the hero...create some drama with a feminine blouse that's adorned with a bell, billow or tiered sleeve



6

BOHO *remix*

take a free-spirited approach, layer feminine shapes to soften the vibe, add texture and movement with fringe & tassels. novelty and embellishment captures the boho spirit



7

SPICE *market*

exotic colors abound with sultry shades of deep cognac, russet reds and tawny neutrals



8

AUTUMN *romance*

for the love of lace, ruffle mania, pleats please and dark grounded floral adds to the season's femininity



9

VELVET *goldmine*

crushed, panne or high-pile, velvets are not just for special occasions, it's redefined in casual silhouettes for everyday chic



10

regal OPULENCE

take a dramatic dose and indulge in luxe jacquards, shine and decadent embroidery



11

ATHleisure

style and sport collide in these versitile pieces that go from lunging to lounging and everywhere in between

When it comes to denim, what makes it new, what makes it now?

Think tonal.

Think embroidery.

Think more-is-more details!



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devoted to DENIM







decorated denim











denim jacket redux

spring ‘17 runway recap









Individuality, excitement and an urge to experiment is what excites!



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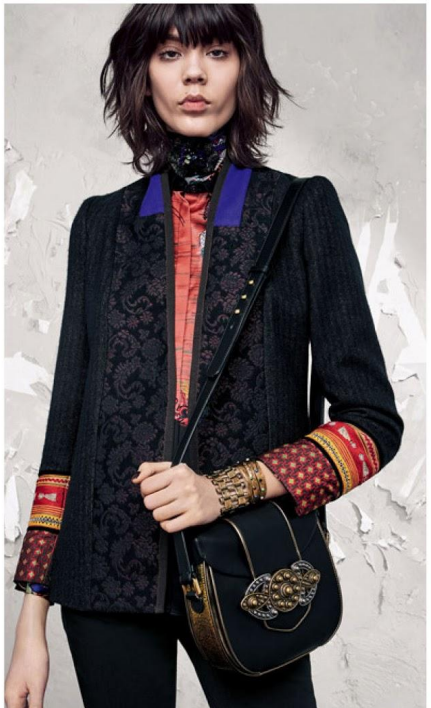
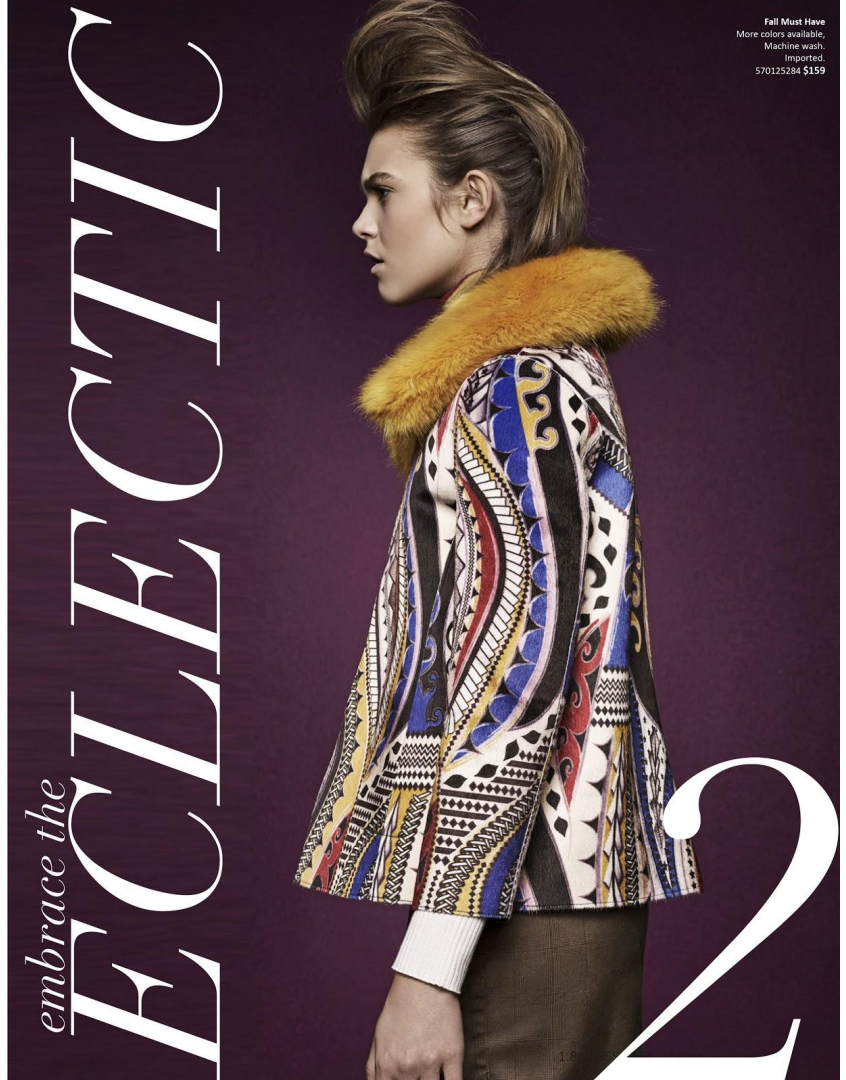


embrace the

ECLECTIC



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maximalism continues

















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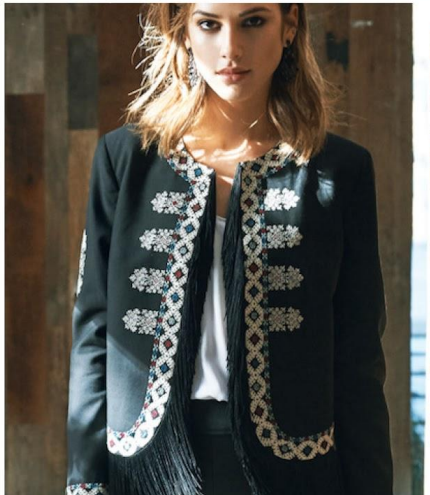

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Stylized chinoiserie accents invite us to journey where eastern inspiration is given a western twist



EASTERN *influence*





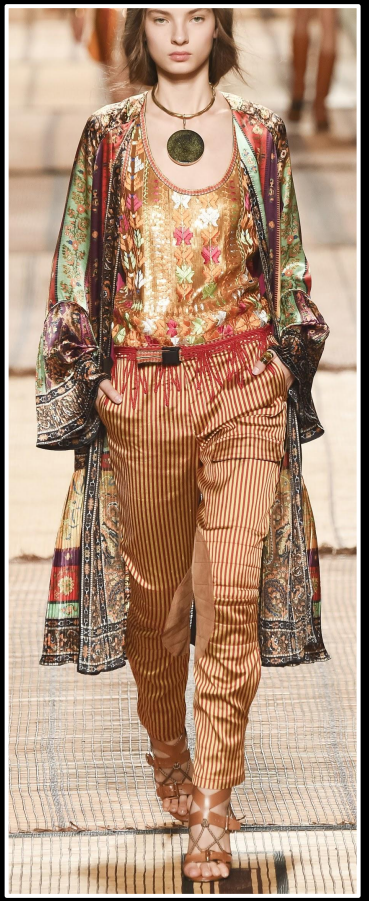
eastern influence continues











eastern influence | kimonos

spring ‘17 runway recap





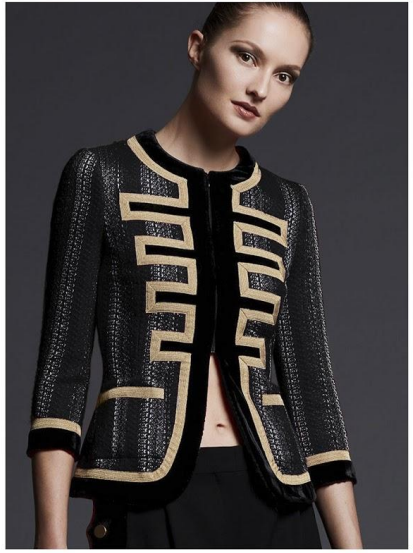




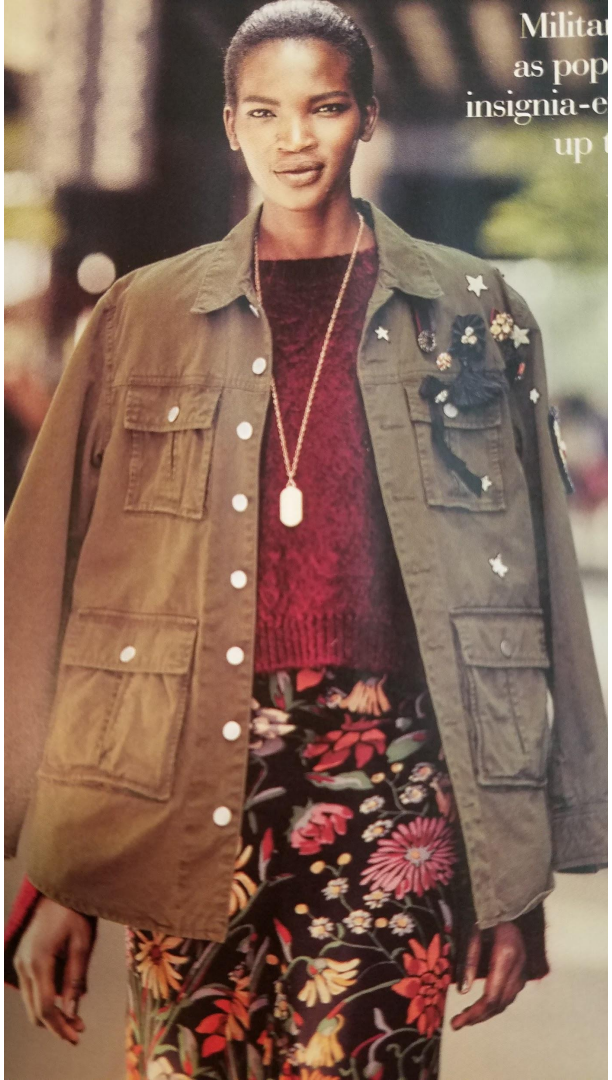
COMMAND *ATTENTION*







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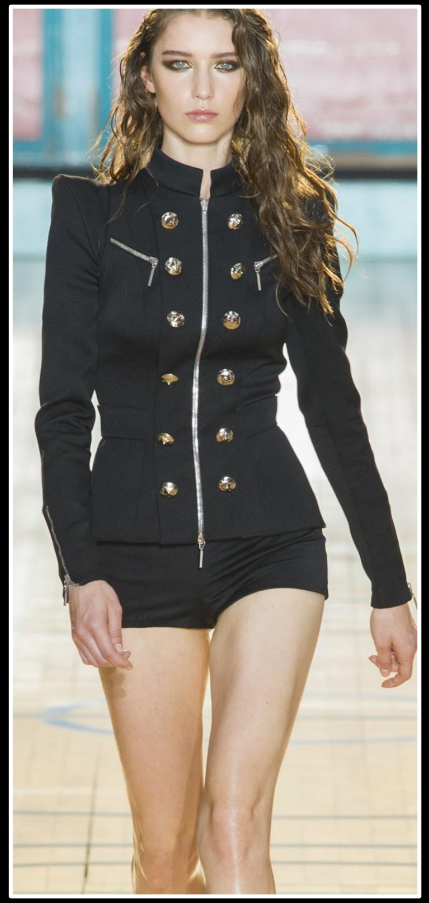




NIGHT



easy utility

















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The kind of subtle statement piece that will look good with everything.

We're sold!

5 TOP *CONTENDERS*







shoulder show











shirtings reimagined

spring ‘17 runway recap









6 BOHOREMIX

Get lost in Fall's free spirited style with print mixing, embellishment, fringe and embroidery





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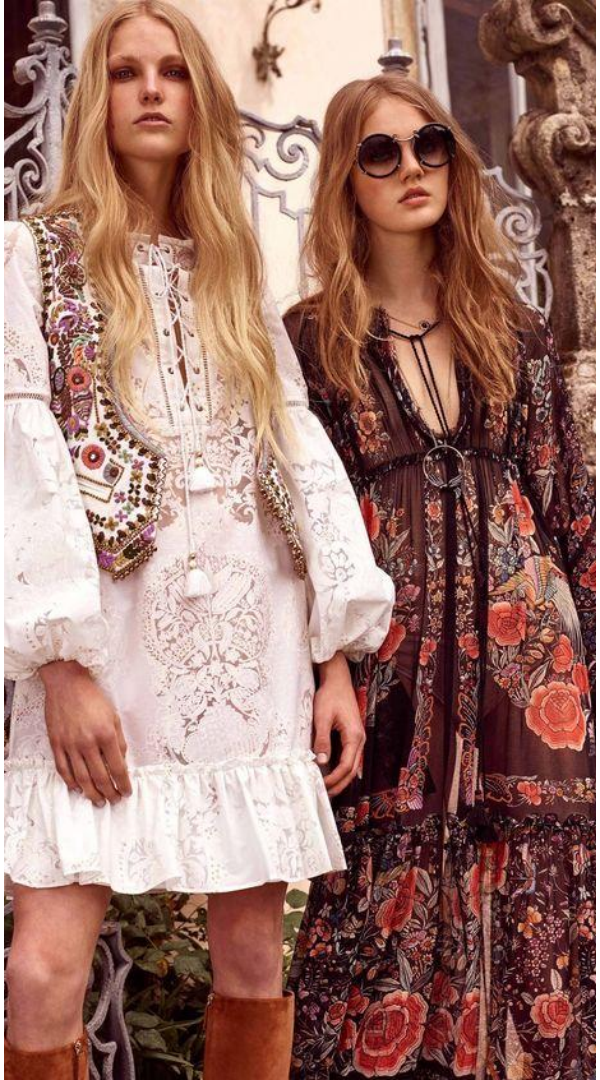


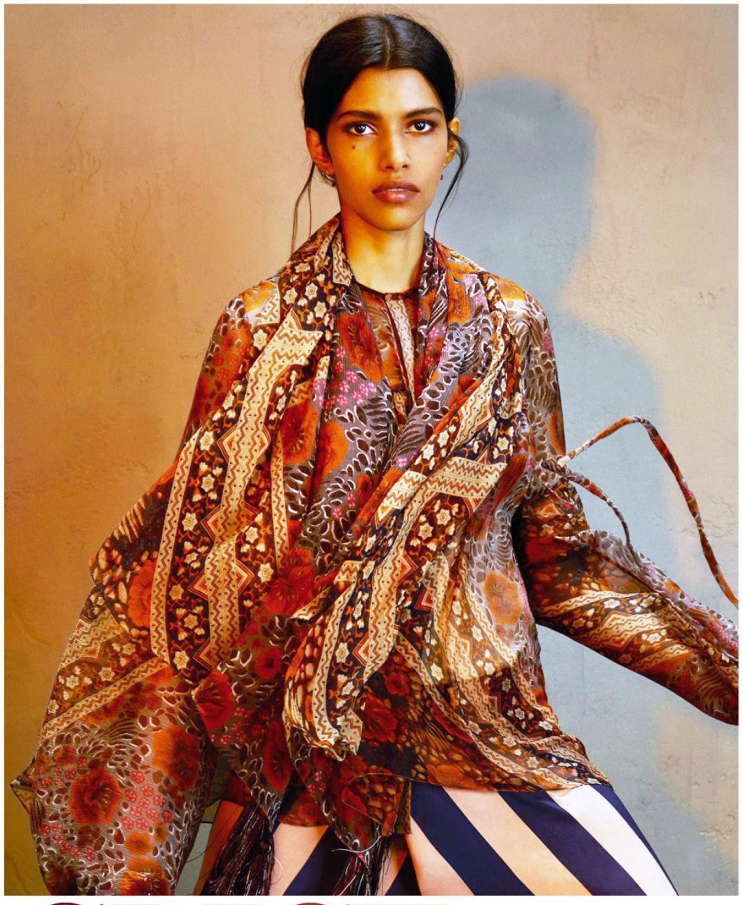

new boho

spring ‘17 runway recap









SPICE market



Refer to your spice rack for the richest shades of autumn hues



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7







shades of orange









8

autumn ROMANCE

Layers of lace, of-the-moment feminine details and a hint of vintage charm





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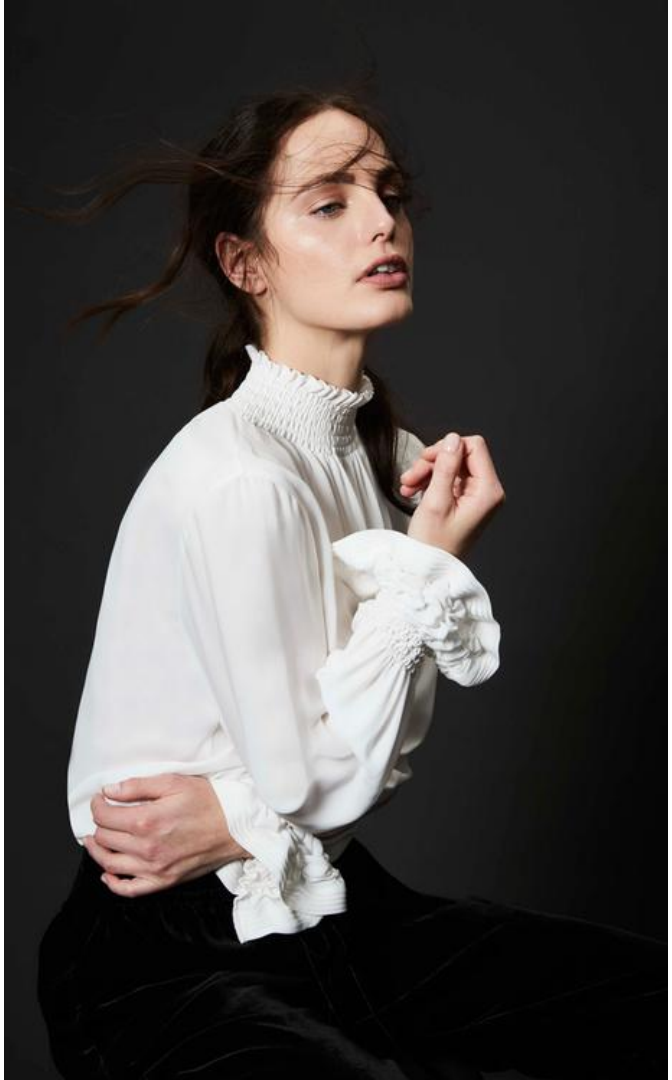
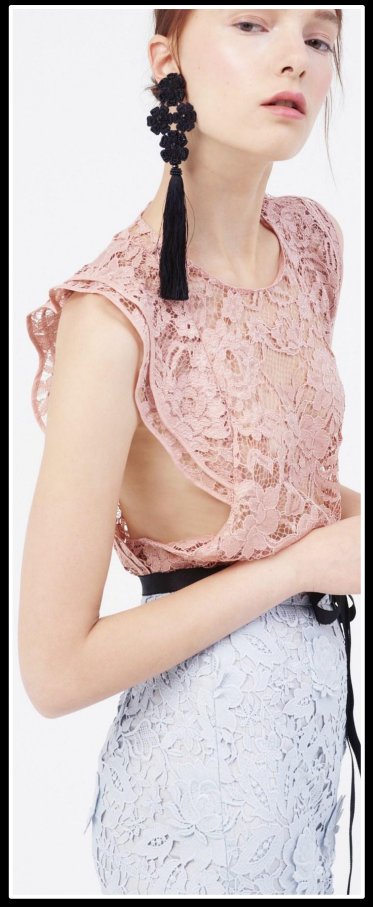


spring romance













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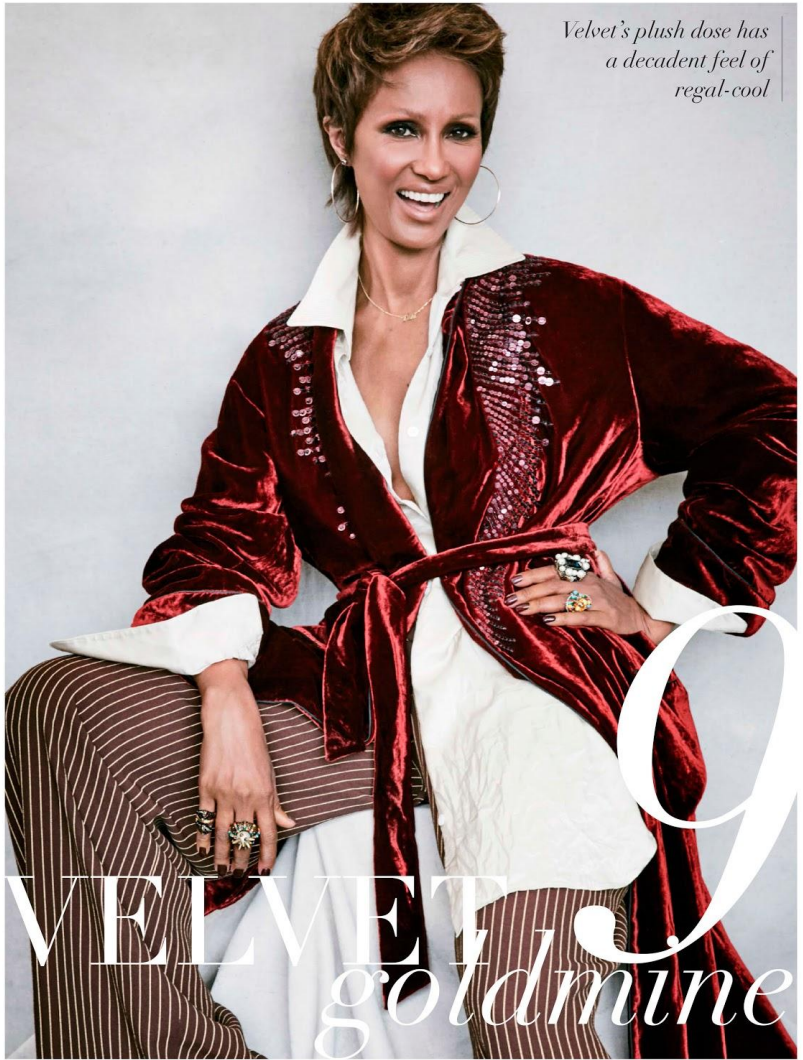

Velvet's plush dose has a decadent feel of regal-cool

VELVET goldmine





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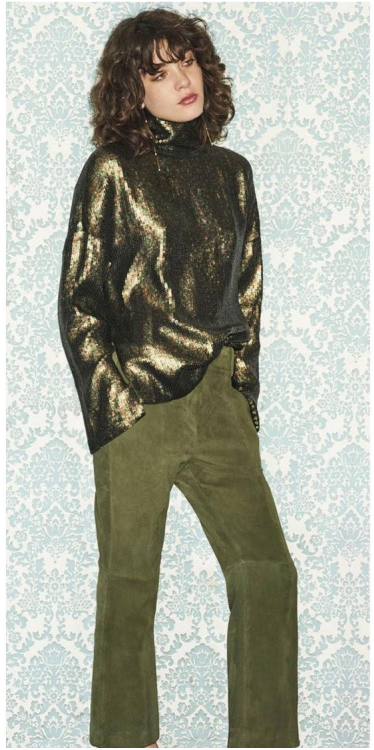
regal OPULENCE

More is More!
Pair tactile tapestries, high shine finishes and rich embroidery





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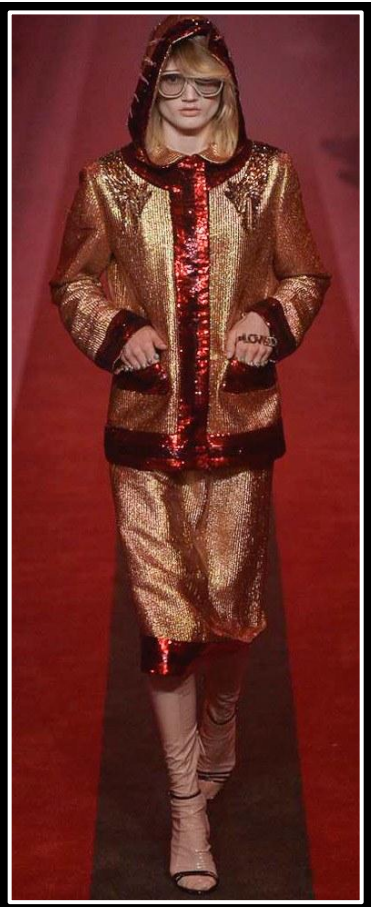
shine on!

spring ‘17 runway recap



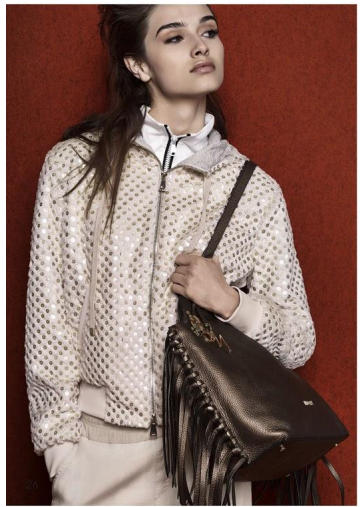














Athletic meets leisure, take on your day in styles from the best of both worlds

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