SPRING 2018



Steven Mc Dermott
Merchant Preview Product Development

Spring is here and I wanted to walk you through the trends and big ideas for 2018!
Today you'll see the "floor -Set" Page first- This page will give you
a very clear idea about each group. The MOOD, The BIG IDEAS(What are the
important themes and trends we believe in & should be following, The FABRICS!..VERY
important, the WASHES, and the TRIMS AND SPECIAL DETAILS.
On this first Floorset page you'll also see COLOR IDENTIFIED.
Prints are also identified..and we're still working with CAD and our artist to balance the
print assortment-we'll dig-deeper for a full print reveal in next weeks print presentation.

<u>As you will see-There are five floor-sets:</u>
"High Seas Romance:" Spring 1
"Modern Craft": Spring 1
"Le Vie Provincial": Capsule
"Wanderlust": Summer
"Balinese Dreams": Summer

I've grouped today's presentation into 5 Pages per Floorset.
The First page is the "roadmap", the second page is the "wall impression";
which gives you a good overview of the "feeling " and "vision"of the group.
On the third page you'll find the color chips of the group, and I've also
placed important trim and details for the group here.
The fourth page gives you important information about trims, details, finishes,
and special extra inspirational touches.
The fifth page is my vision of what I imagine the group looking like-and I
We've balanced the **PROPORTIONS AND SILHOUETTES** that are happening-and
how each style should look on the body. You wil l see a lot of styles with trims, details and
embellishment-those styles are important-but you'll noticed that the **solid,pieces, the tunics, the SOFT AND QUIET MOMENTS are equally important**
We're Really looking forward to making this spring THE BEST EVER!

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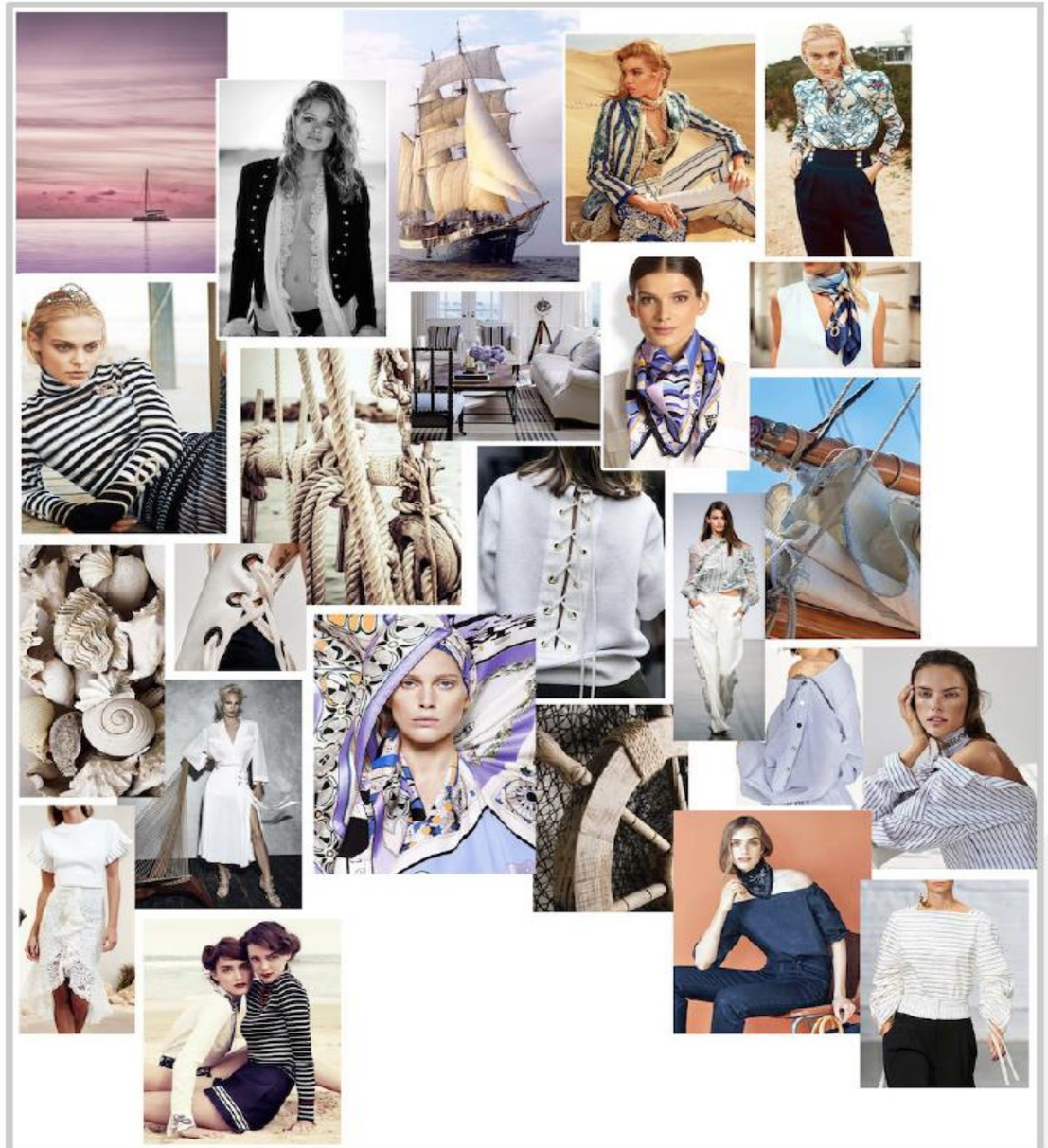
HIGH SEAS ROMANCE SPRING 1 - 2.19.18



HIGH SEAS ROMANCE

Seaside inspiration in fashion has endured over many, many decades and is a design perennial. This season we bring the collection to life and pair it with adventure and romance. The functional elegance of naval officer and playful maritime is highlighted with functional sportswear details and hardware, countless takes on evolved mariner stripes, nautical details,, and mixed with fashion's most enduring trend for all things feminine.

BIG IDEA:

MODERN ROMANCE:

- Femininity expressed through florals
- Modernized ruffles and flounces in tops, knits, and jackets
- Lace, allover, pieced, veiled
- Shoulder focus with veiled shoulder and peak-a-boo effects
- Neckline focus with boatneck, portrait necklines, deep v's,

MARITIME ADVENTURES:

- New interpretations of nautical and utility sportswear
- Details with grommets, lace up, rivets, patch pockets, contrast piping and stitching, color blocking, rope, nautical buttons, braid and snaps
- Cinching creates subtle volume and fluidity

MAKE HIS YOURS - MENSWEAR RE-INTERPRETED:

- Shirting re-defined, pinstripe patterns, exaggerated sleeve cuffs

COLOR:

- New Ecru, White and Navy
- Warm neutrals
- Dusty Purple and Lilac
- Shiny silver and Antique nickel metals

PRINTS:

- Nautical, Breton, and Shirting Stripes
- Romantic Florals
- Sophisticated Status
- Bandana Prints
- Whimsical Conversationals

FABRICS:

- Poplin Shirtings and blouse fabrics
- Denim

HIGH SEAS ROMANCE SPRING 1 - 2.19.18

WALL IMPRESSION



HIGH SEAS ROMANCE SPRING 1 - 2.19.18

COLOR PALETTE





Lace sleeve detailing



Nautical Inspiration





Yarn-dye stripes with
back details.

Novelty Embroideries





Peek-a-Boo accents!

HIGH SEAS ROMANCE SPRING 1 - 2.19.18







HIGH SEAS ROMANCE SPRING 1 - 2.19.18



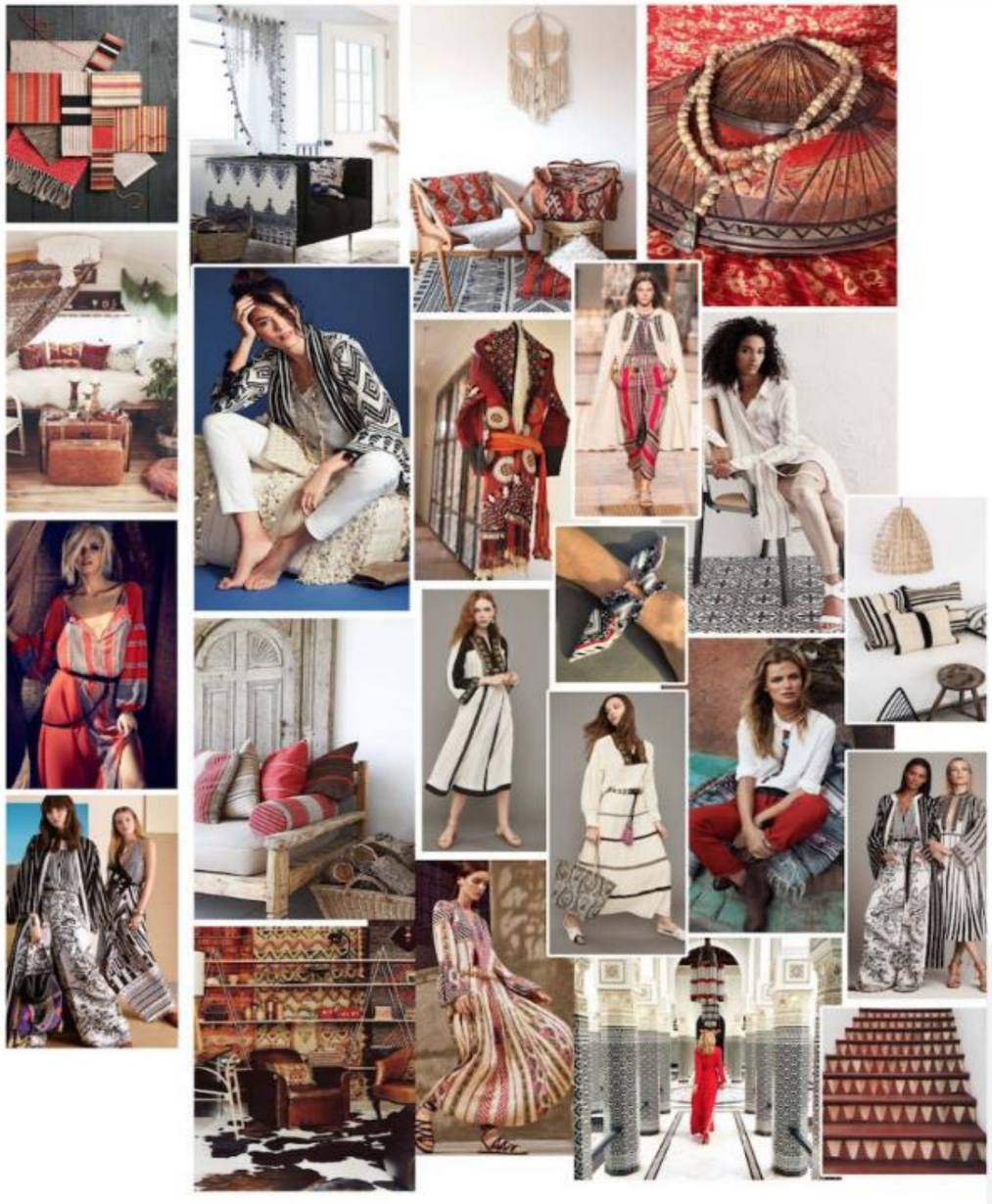








MODERN CRAFT SPRING 1 - 2.19.18



MODERN CRAFT

Her love of the artisanal and hand crafted connects to her passion for quality of life. What she yearns for most is something special, something unique, something of quality. Today, in a world of mass production and sameness, she covets finding that "treasure" that will stand the test of time and give her pleasure over time. Whether it's an organic object she buys for her home, or a new piece of hand-dyed clothing she wears, an artisan cheese she eats, or a craft beer she drinks, the experience that comes along with it is something she will consider worth far more than its price.

BIG IDEA:

GLOBAL TRAVELLER:

- Unexpected contrasts of black and white is enriched with pops of coral
- Decorative textiles from antique rugs to embroidered pillows and blanket stripes influence the artisan craft for a global traveller look
- Ethnic Inspired details, ethnic motifs and patterning, embroidery, embellishment, tassels, fringe
- Ethnic markets and vintage findings
- The neckline is decorated and becomes a feature in tops and jackets

MODERN MINIMALIST:

- A new level of fashion is emerging as minimalist silhouettes are being redefined by dominating details, new color and textured pairings
- Contemporary design with an easy-to-wear attitude
- Monochromatic dressing, how to make head-to-toe color feel new
- Simple and clean line silhouettes
- Let the fabric do the talking, ideal fabric weight for anytime of day

COLOR:

- Black and white
- Levels of Neutral
- Levels of Coral

PRINTS:

- Ikat and ikat fusions
- Bi-color paisley and paisley fusions
- Ethnic Stripes
- Ethnic Geometrics
- Chevrons

FABRICS:

- Textures
- Open weave fabrics


SPRING 2 2.19.18 RIGHT

MODERN CRAFT SPRING 1 - 2.19.18

WALL IMPRESSION





IMPORTANT "CRAFT DETAILS- EYELETTE, EMBROIDERY, CROCHET.





RAFFIA AND NATURAL TRIMS









ETHNIC DETAILING WITH ARTISINAL FLOURISHES!

MODERN CRAFT SPRING 1 - 2.19.18

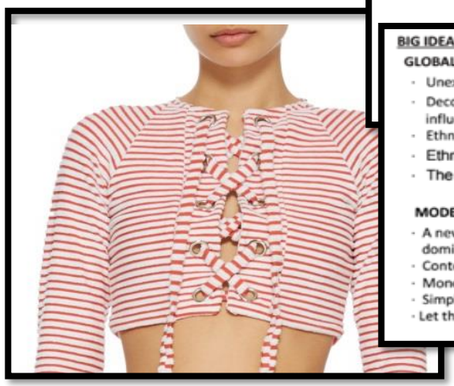




Stripes with fun details







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Glamorous Black and White detailing
in piping, stitches, taping and embroidery!







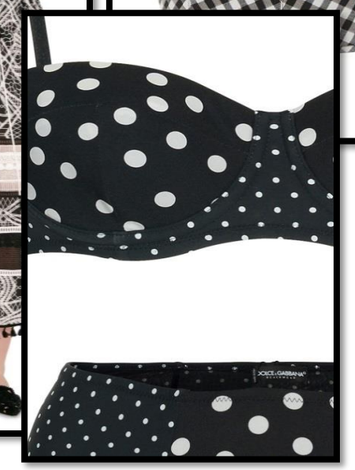




GINGHAM, TASSLES, PRINT MIXING!







MODERN CRAFT SPRING 1 - 2.19.18

Please note-this color story is still in work-
and I am showing it to you with more black…
but the colors really will have more CORAL AND Neutral tones, with a hint of black.



LA VIE PROVINCIAL CAPSULE - 3.5.18



LA VIE PROVINCIAL

Influenced by the Monet exhibition, we capture the essence of the soft impressionist paintings and diffused effects. There is a nostalgic backdrop of simplicity. It's a life scented by the lavender fields. Her home is full of inherited treasures from artisanal pottery to filigree design, vintage lace trims and traditional textiles. She craves handcrafted and natural fabrics. Linen comes into focus as the base with textured stripes and humble gingham patterns. For color, laundry fresh shades, white and off-whites are a given, think lavender and lilac, and a touch of diffused lime green. Paired down with feminine and decorative touches like eyelet, white-on-white embroidery, soft chambray and bleach denim.

BIG IDEAS:

SHIRTINGS 2.0:

- Shiritings with soul, It's all about the details
- Crisp whites, yarn dye stripes, pattern mixing

DENIM DONE LIGHT:

- Light washes and colored rinses
- Faded effects, raw edges, slightly worn and distressed, frayed edges

NOSTALGIC FEMININITY:

- Pretty layering
- Woven and knit mixing
- Eyelet, embroidery, scalloped edges
- Soft ties, lace insets, embroidery

COLOR:

- White and off-whites
- Lavender and Lilac
- Touch of lime

PRINTS:

- Awning Stripes
- Provincial Florals/Jacobean
- Diffused Florals
- Gingham and Feminine Plaids

FABRICS:

- Linen and poplin shirtings
- Simple textiles, humble voiles, cotton base materials
- Chambray denim
- Lace and eyelet

LA VIE PROVINCIAL CAPSULE - 3.5.18

WALL IMPRESSION





Eyelette and Stitching detail



Tonal embroidery



Back Lace Detailing



Eyelette!!!!







BIG BOLD FABULOUS RUFFLES, DRAPING AND STRIPES!







Bohemian Inspiration



Eyelette on Jersey,
on yarn-dyed stripes-everywhere!



NOSTALGIC FEMININITY:

- Pretty layering
- Woven and knit mixing
- Eyelet, embroidery, scalloped edges
- Soft ties, lace insets, embroidery



Romantic Victorian

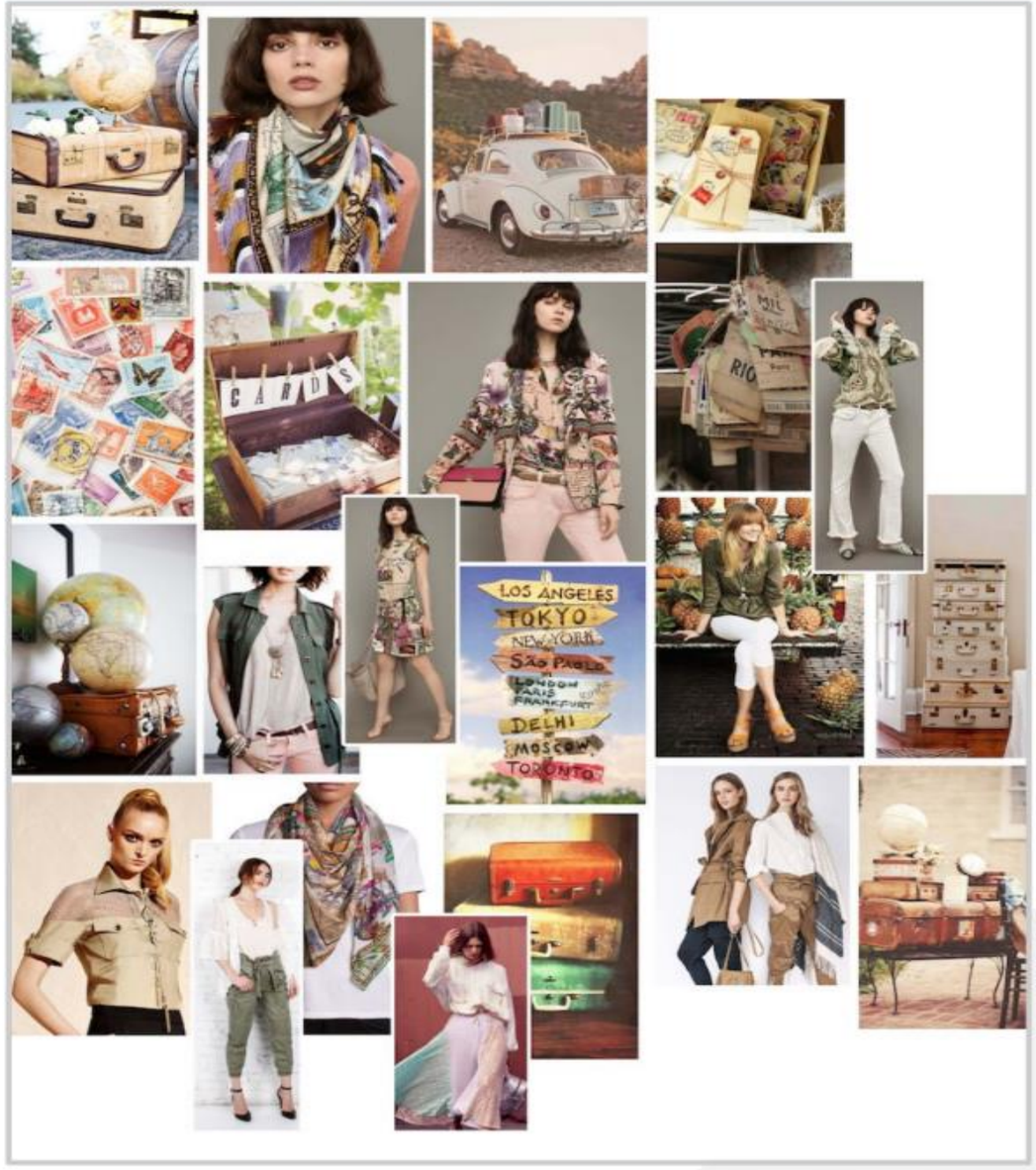


LA VIE PROVINCIAL CAPSULE - 3.5.18

WALL IMPRESSION



WANDERLUST SUMMER 1 - 3.26.18



MOOD: WANDERLUST

The strong desire to travel, or Wanderlust, embodies a woman as she navigates exotic cities and countries. She moved around a lot growing up. This meant living in amazing exotic cultures, but at the same time, belonging to none. She believes that life is an adventure in which you should walk unafraid, allowing yourself to be free and letting your wanderlust reign. Her personal style reflects it best, as a sort of mash-up that absorbs local cultures and adapts them to an extent. She proudly wears handwoven embroideries and exotic silks in her treasure trove of a home. The Wanderlust woman takes away cultural souvenirs not only of expected tapestries and material objects, but of a people. She is a melting pot of cultural influences.

BIG IDEA:

TEE BOUTIQUE

- All in the Details! Lace insets, ribbon trims, eyelet, hardware, veiling, fringe
- Whimsical travel motifs and conversationals
- Fabric Mixing and piecing, woven/knit mixing

CONTEMPORARY UTILITY:

- Functional utility styling & details
- Travel luggage inspired details: Nailheads, topstitching, leather binding
- Sportif details: drawcords, zips, snaps
- Washed and faded laundering gives denim and colored denim a vintage look

COLOR:

- White and off-whites
- Mid-tone brights and washed levels
- Neutralized Olive with Vetiver

PRINTS:

- Travel motifs: stamps, maps and postcard
- Paisley fusion
- Diffused Florals
- Textured Stripes

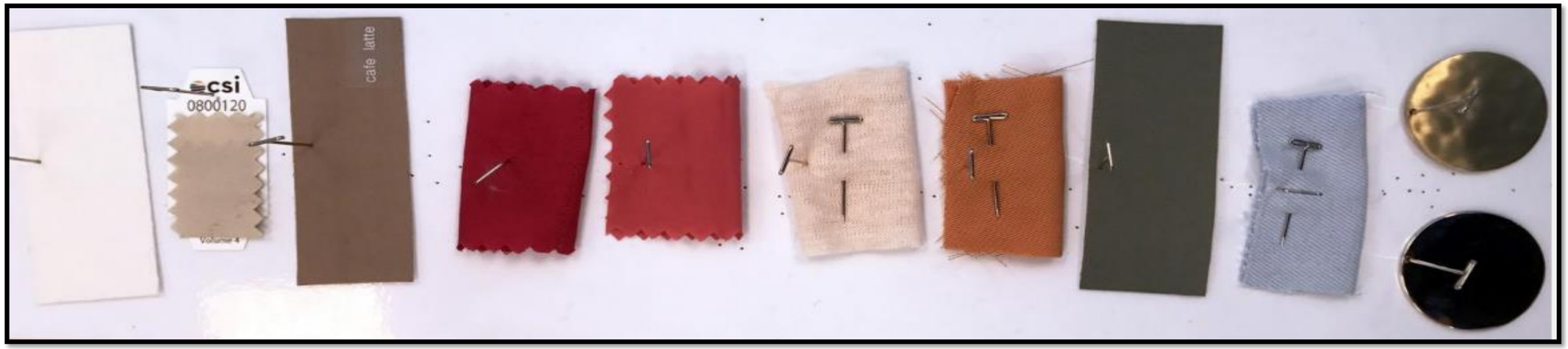
FABRICS:

- XXX
- XXX
- XXX

WANDERLUST SUMMER 1 - 3.26.18

WALL IMPRESSION









Lace and surface interest

Crochet Detailing





WANDERLUST SUMMER 1 - 3.26.18

WALL IMPRESSION





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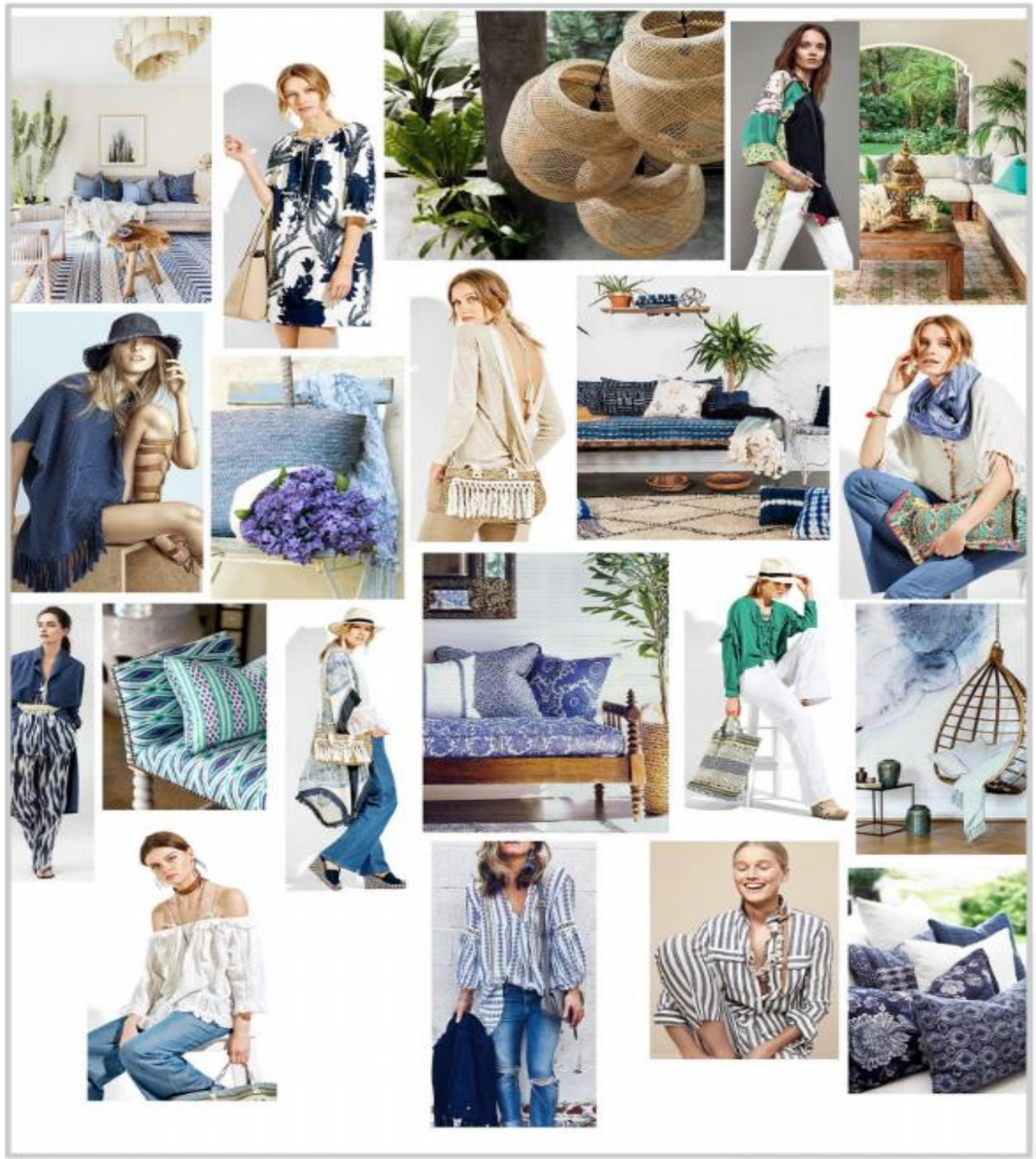
BALINESE DREAMS SUMMER 1 - 3.26.18



BALINESE DREAMS

She was born in a tropical state-of-mind and is known for her innate passion for island culture and travel. Her bag is packed and ready to go for a getaway to an exotic retreat. She feels life is complete when there are sunny days, blue skies and a long sandy beaches to walk. Inspired by a trip to Bali, its flora-filled rainforest and all its lush elements.

BIG IDEA:

INDIGO DREAMS:

- Indigo Linen, garment dyes and washing
- Tactility is created through tencel, linen blends and Melange yarns create irregular pattern mixes

TROPICAL VIBES:

- Tropical and palms redefined
- Straw and raffia adds a textural handcrafted feel
- Fringe, tassels, soutache embellishment
- Ceramic beads,
- Whimsical embellishments on belts, bags and jewellery

COLOR:

- White
- Cool Neutrals
- Indigo base
- Jade and levels of tropical green
- Blue base lavenders

PRINTS:

- Ikats
- Fantasy Batiks and Woodblock
- Tropical Palms
- Whimsical Discoveries

FABRICS:

- Linen and linen blends
- Denim and chambray

BALINESE DREAMS SUMMER 1 - 3.26.18

WALL IMPRESSION



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BALINESE DREAMS SUMMER 1 - 3.26.18 WALL IMPRESSION



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