evolution not

INVESTMENT PIECES THAT OFFER VERSATILITY, VALUE AND LONGEVITY

REVOLUTION

Heritage and quality have become an established selling point for niche brands. Go forward expect both small and big names to cut through the whims of trends and seasons with collection and investment pieces that offer versatility, value, and longevity. Back-stories will be intrinsic, as brands mine their own archives as well as create elevated basics and everyday luxury with transseasonal appeal, which is informed by the past.
This is fashion as evolution, not revolution.

COMFORT IS THE NEW LUXURY

MOVEMENT TOWARD CASUALIZATION

- Athleisure Influence, shift in how we dress
- Comfort is top of mind, over fit and price
- Versatility, worn day-to-day in a way that reflects a busy, multitasking lifestyle
- Customer still wants to look pulled together
- Hybrid pieces that are interchangeable
- Fabrics that are easily mobile, stretch and handfeel is key
- Newness is seen in 2pc coordinating sets

HI-LO DRESSING

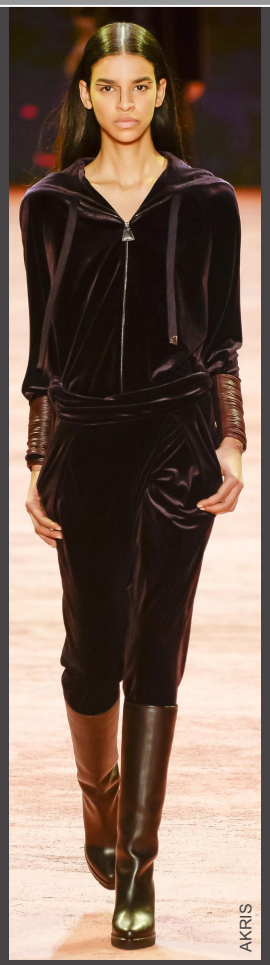
- Created when casual is juxtaposed with dressy
- Both a styling direction through elevated basics and hybrid pieces
- It's about mixing lifestyles and attitude
- Opulent fabrics, associate with occasion are mixed with casual, denim or knit
- Important styling direction, items work from day to night and can be sold throughout the season giving it more longevity

KNIT DRESSING

- A movement in cozy, casual with elevated chicness
- 2pc and even 3pc coordinating ensembles
- Texture, stitch and dimension are key

MOVEMENT TOWARD CASUALIZATION











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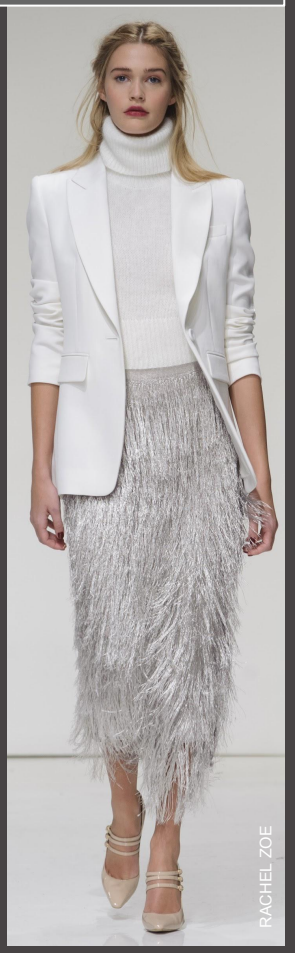

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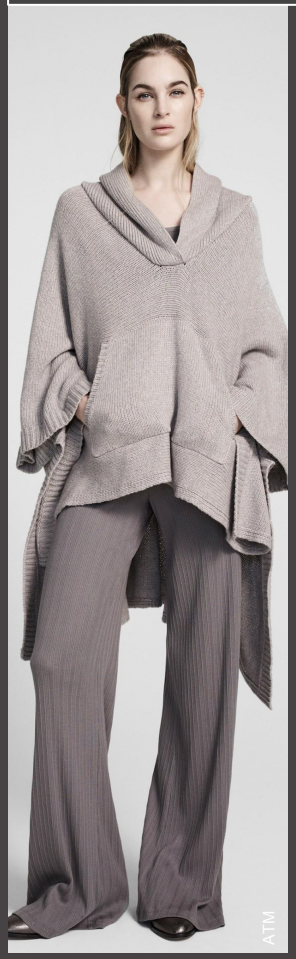
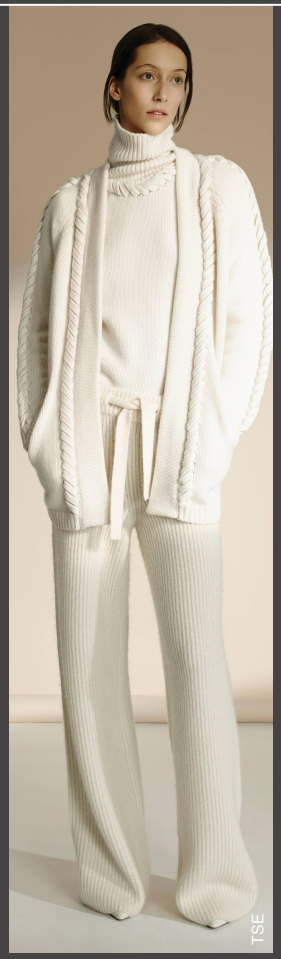
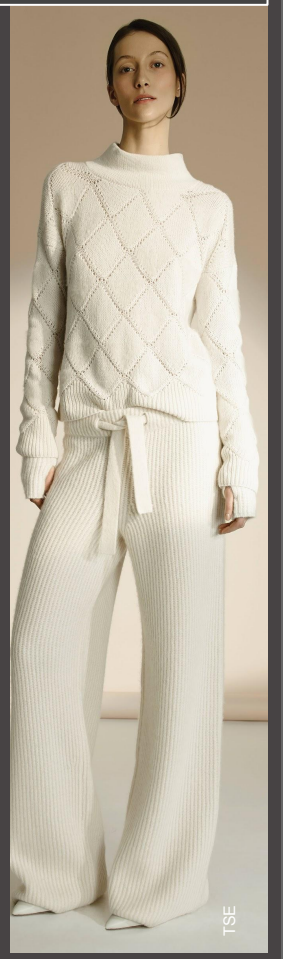










PRACTICALITY AND VERSATILITY

TRANS-SEASONAL & SEASONLESS

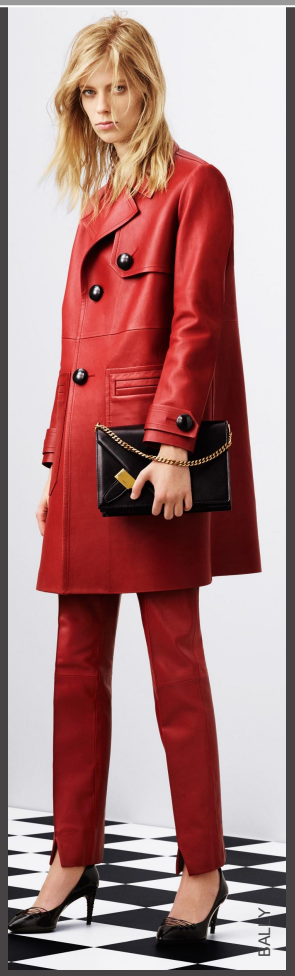
- The focus on trans-seasonal items take you from one season to the next
- See Now, Wear now factor important as ever
- Layering remains a key styling message
- Fabric weights and perennial classics: denim, leather, Suede and shirtings
- Items with longevity and perceived value
- Intrinsic to the wearer's own personal style
- Building and mixing with what she already owns
- It is just as important for color and print as it is for the item

ELEVATED BASICS

- Staple items and layering basics come into focus
- Updating as opposed to completely creating new
- Sets the foundation for the collection
- Classics with a twist
- Key items are the new fashion
- Investment pieces that are fashionable and interchangeable
- Outlives a single season
- Practicality and versatility are perceived value
- Fabrics and detail updates become paramount

TRANS-SEASONAL & SEASONLESS











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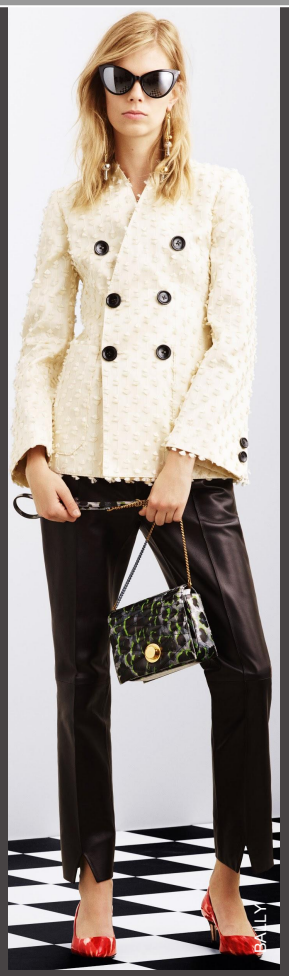
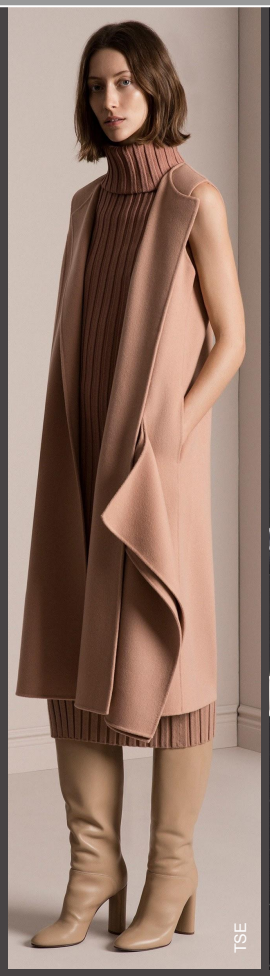
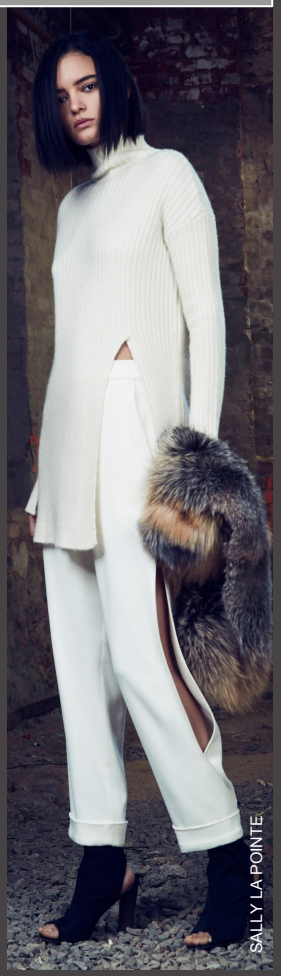








THE BALANCING ACT

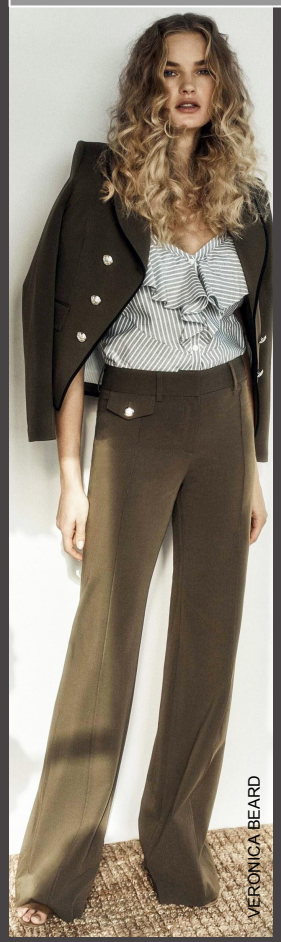
BLURRING GENRES AND GENDERS

- Cross-pollination of categories and the growing importance of hi-lo styling infiltrates at all levels for a new take on form and style
- Menswear influences are less contrived
- Mix masculinity and femininity for a new take on casualwear
- Tailoring, sportswear and decorative designs are mixed harmoniously
- Gives familiar silhouettes a new lease of life
- Hybrid styling and categories now influence one another, ex, bomber jacket, military, moto, mens inspired shirt
- Tailoring is merging with the new power suit

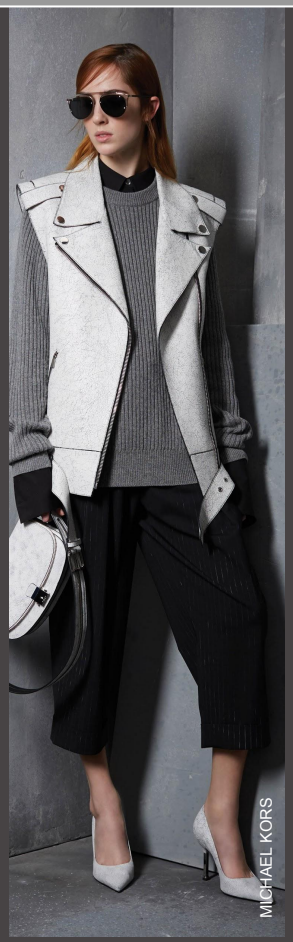
HERITAGE RE-INVENTED

- Many influences and trends happening all at once
- Balancing act of looking back, influence by our own roots/DNA vs. pushing on the trends
- Blending of decades with more historical references, Victorian and 16th Century, ruffles, portrait neckline influences, OTT embellishment
- When thinking innovation and evolution the new focus area now is on the sleeves and shoulders along with the waist

BLURRING GENRES AND GENDERS











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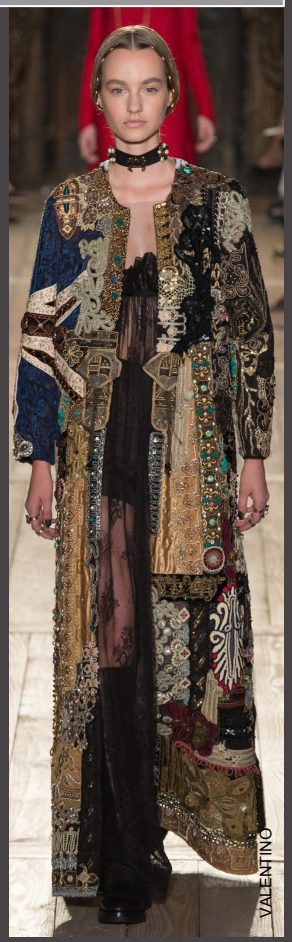




GLOBAL RUNWAY

pre-fall 2017 || top trends

chico's

KNIT **DRESSING**

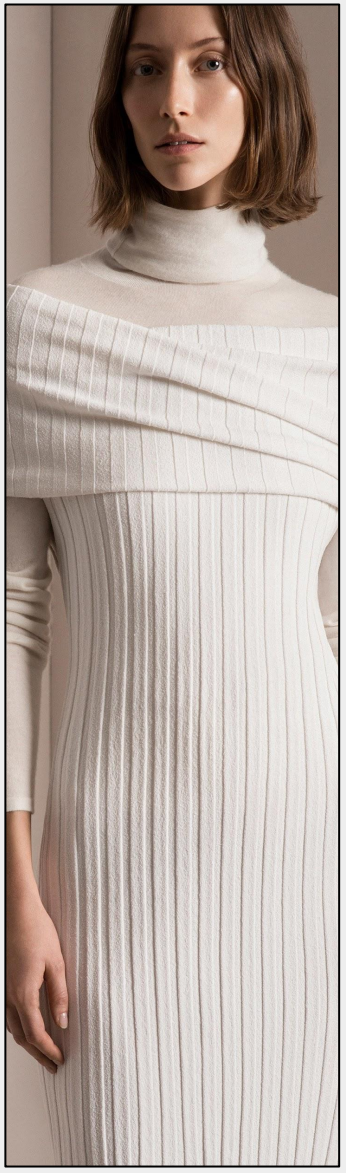
PRE-FALL 2017



see by chloe´



oscar de la renta



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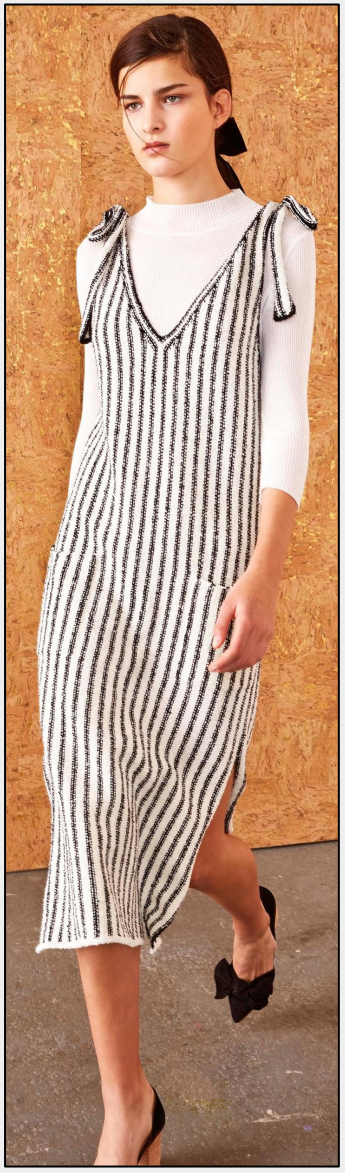


ulla johnson



francesco scognamiglio



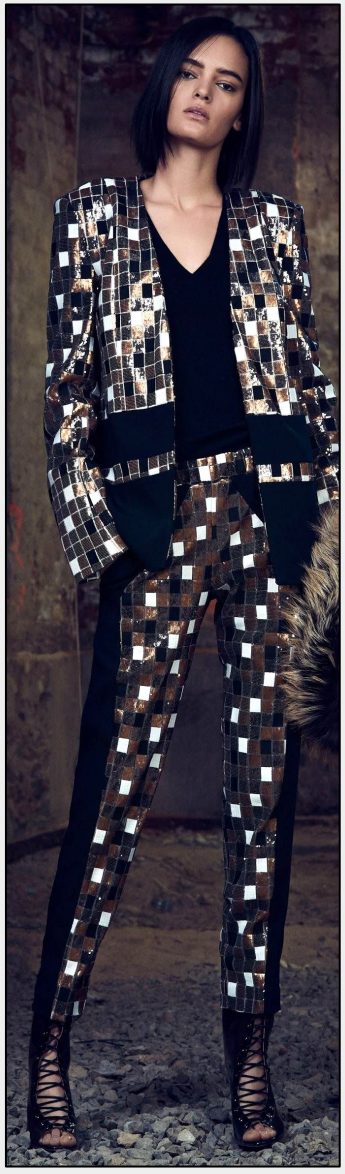
sally lapointe



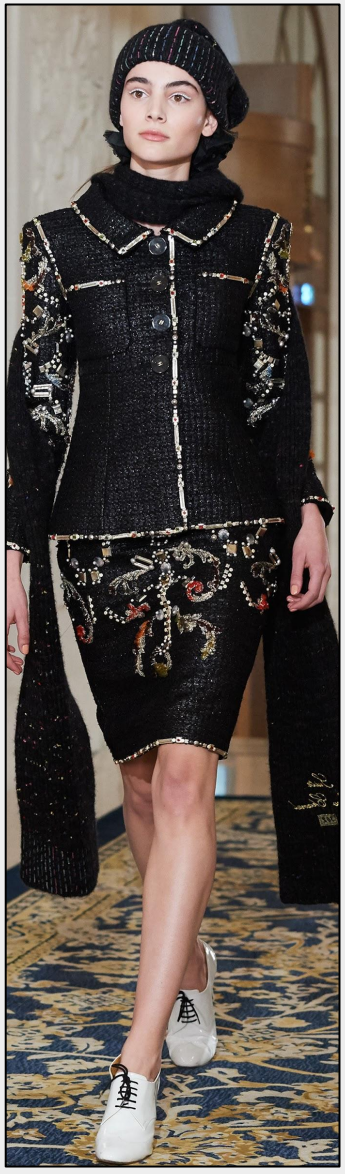
jonathan simkhai



alice + olivia



sally lapointe



chanel

LAIDBACK **LUXE**

PRE-FALL 2017



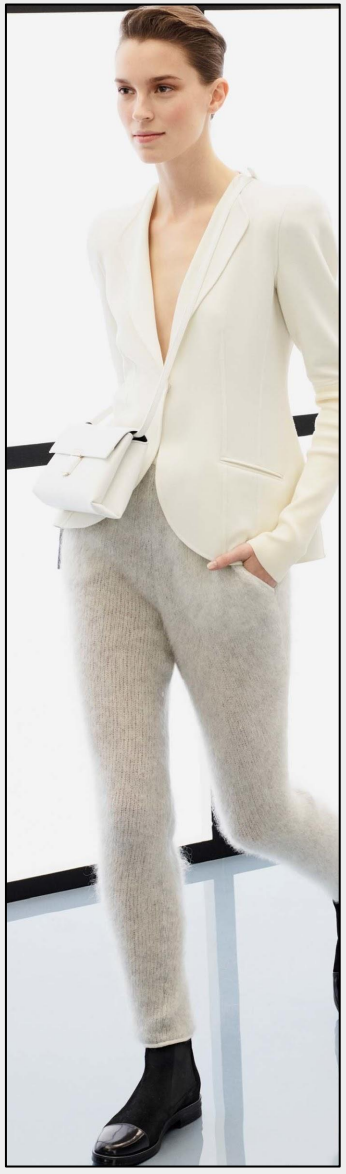
amanda wakeley



max mara



sally lapointe



giorgio armani



jonathan simkhai

A PLAY ON **LAYERS**

PRE-FALL 2017



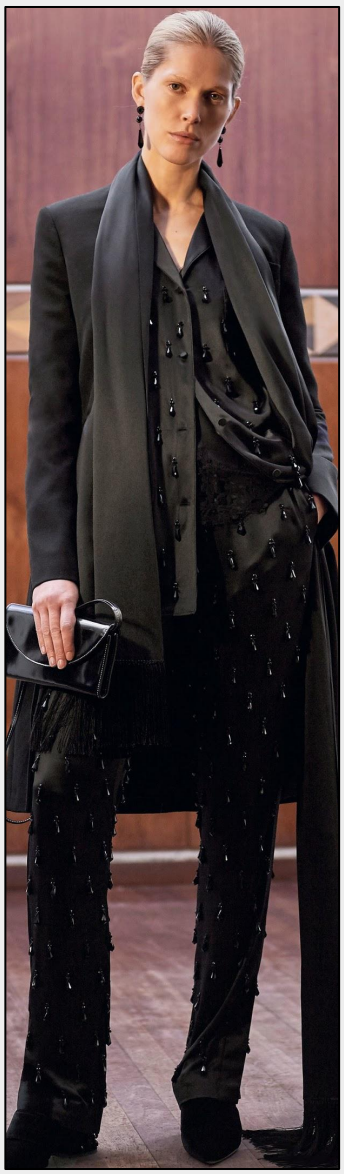
givenchy



stella mccartney



max mara



givenchy



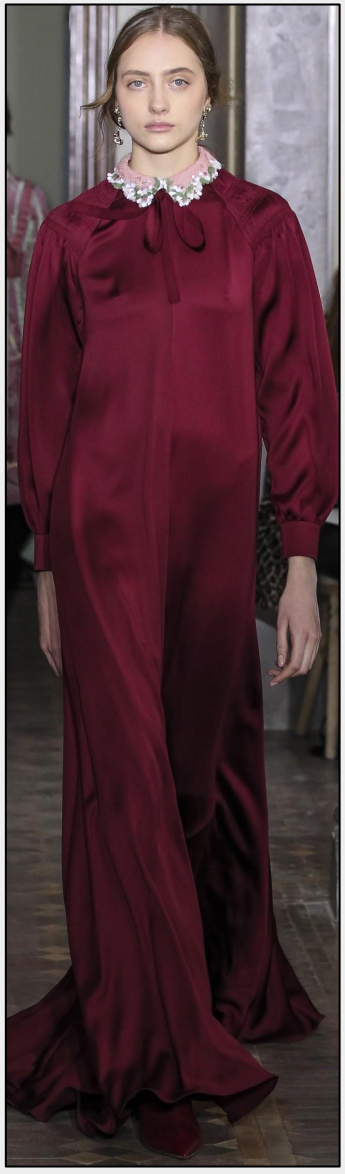
max mara

MODERN **VICTORIAN**

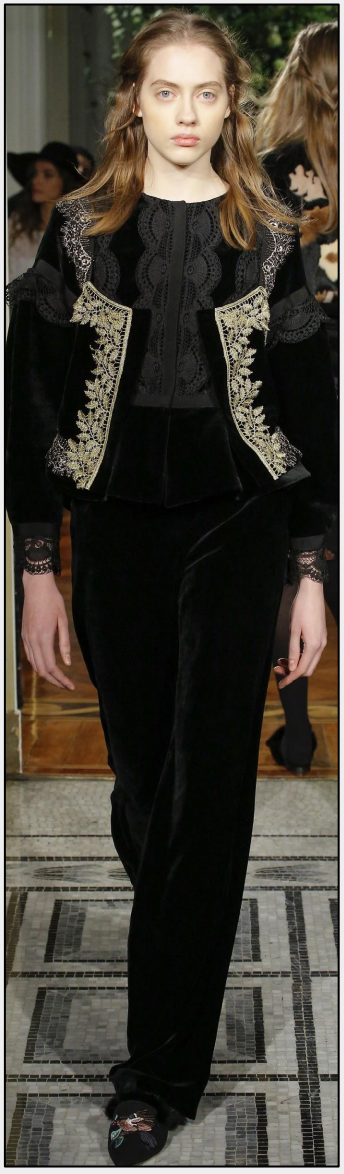
PRE-FALL 2018



francesco scognamiglio



valentino



alberta ferretti



francesco scognamiglio



dior



see by chloe



marissa webb



michael kors



marissa webb



dion lee

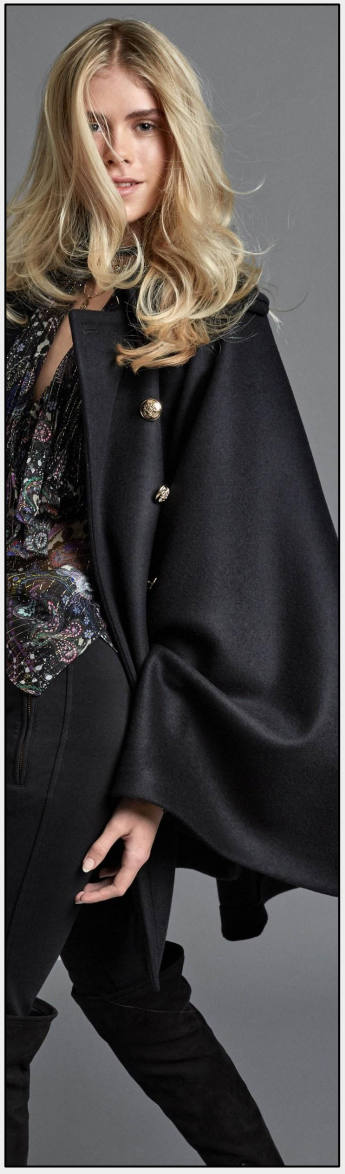
CAPE **CRUSADERS**



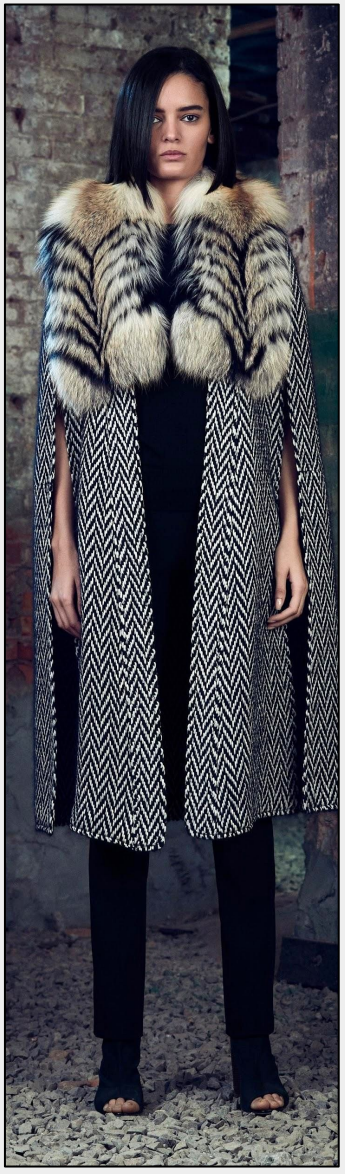
sally lapointe



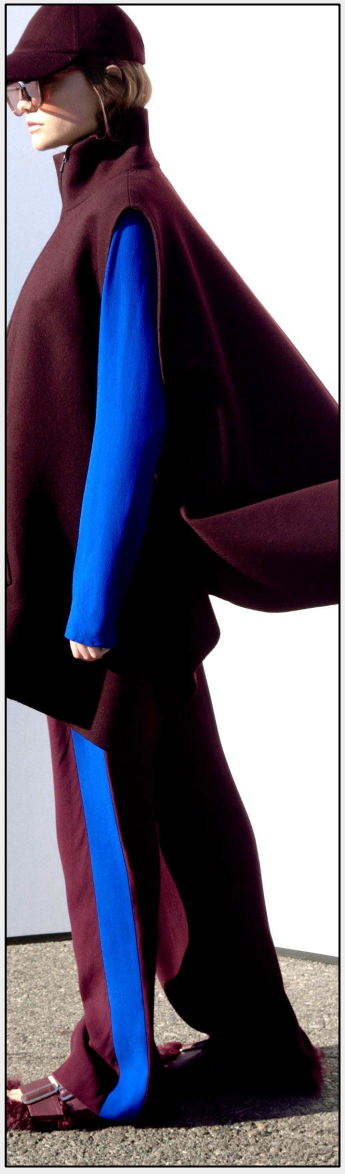
just cavalli



alice + olivia



sally lapointe



dion lee

SHIRTING **AROUND**

PRE-FALL 2018



milly



victoria by victoria beckham



ellery



christian siriano



jonathan simkhai

LUXE **LACE**

PRE-FALL 2018



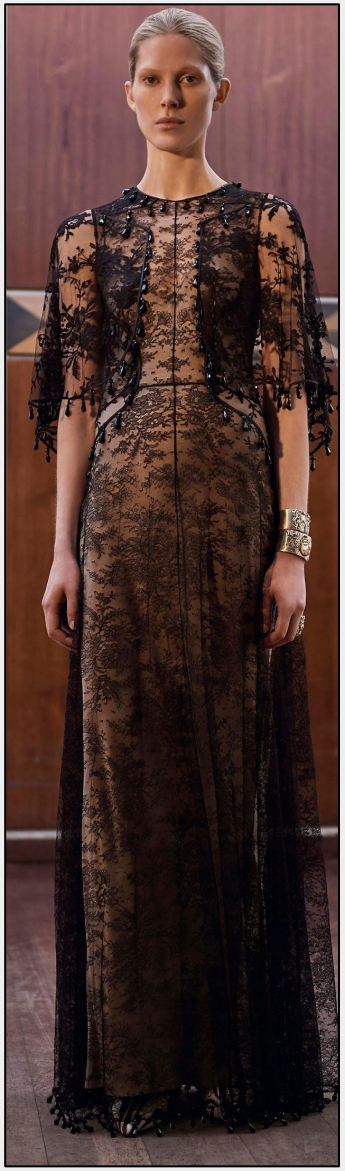
jonathan simkhai



francesco scognamiglio



valentino



givenchy



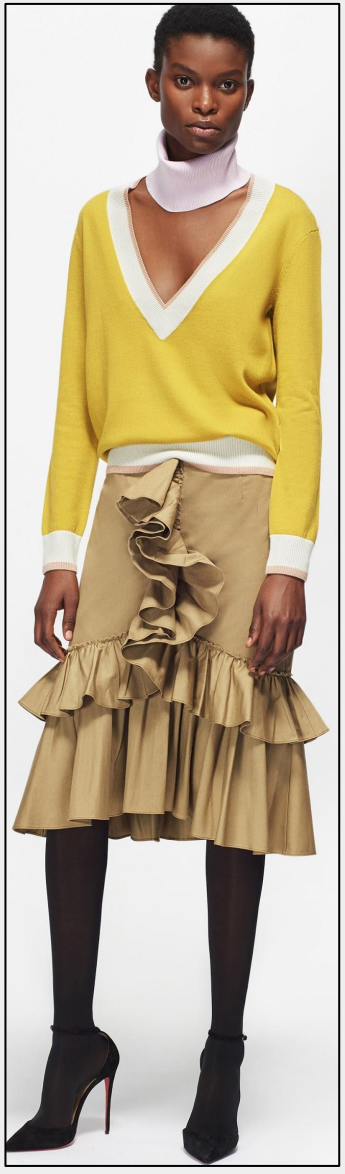
stella mccartney

FRILLS **THAT THRILL**

PRE-FALL 2018



givenchy



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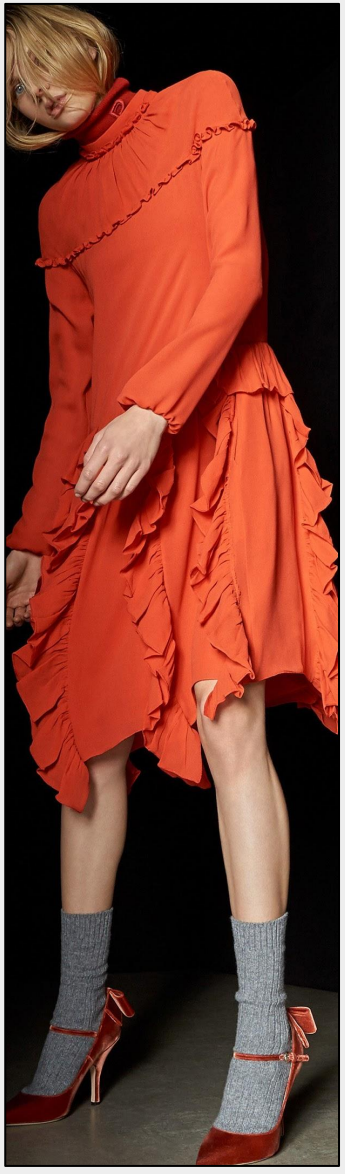


rochas



monique lhuillier

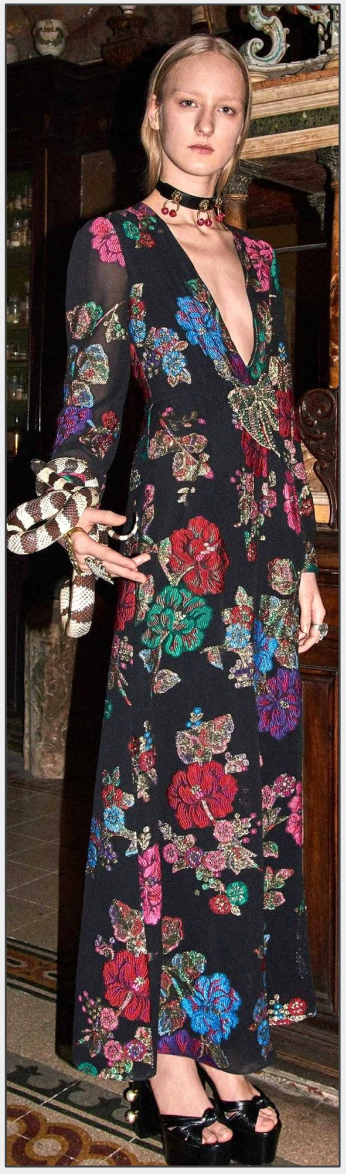


see by chloe

GARDEN **VARIETY**



naeem khan



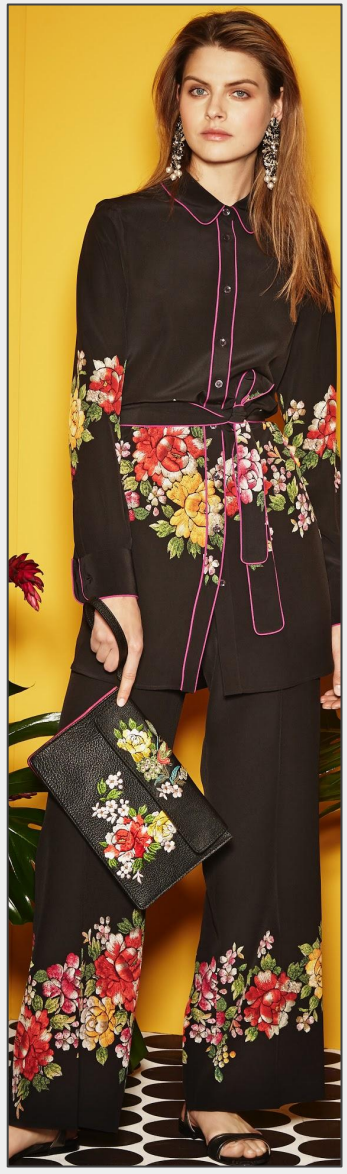
gucci



alice + olivia



prabal gurung



etro

BRILLIANT **BROCADES**

PRE-FALL 2017



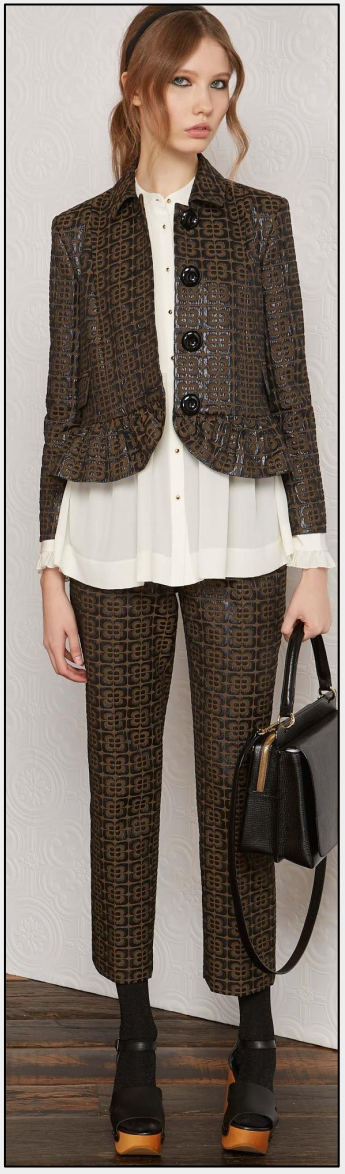
stella mccartney



michael kors collection



josie natori



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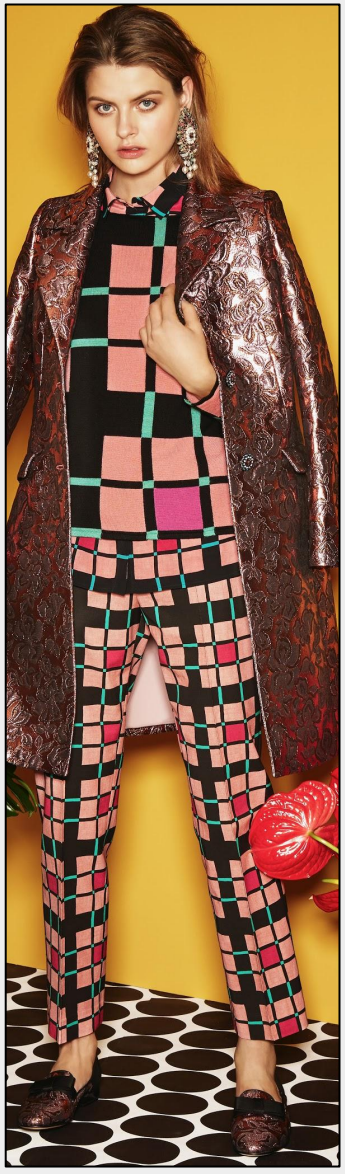


etro

FUR **REAL**



dennis basso



sally lapointe



valentino



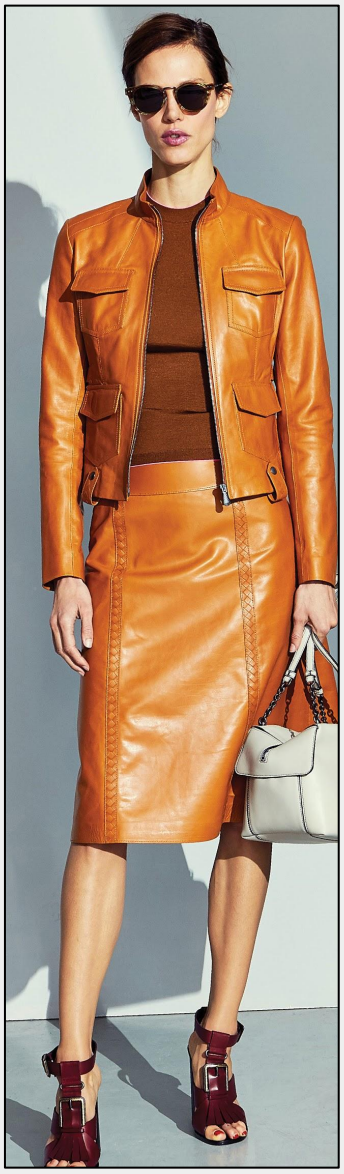
dennis basso



carolina herrera

SKIN **IS IN**

PRE-FALL 2018



bottega veneta



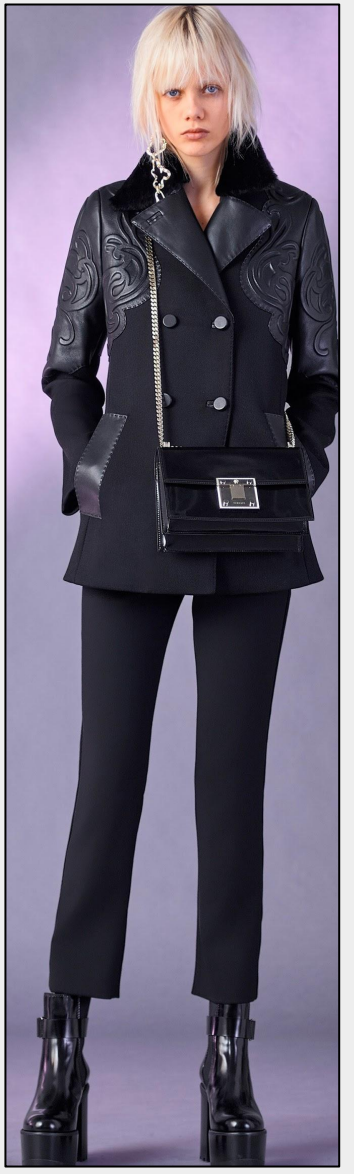
chanel



jonathan simkhai



ellery



versace

SUBTLE **SHINE**

PRE-FALL 2017



blumarine



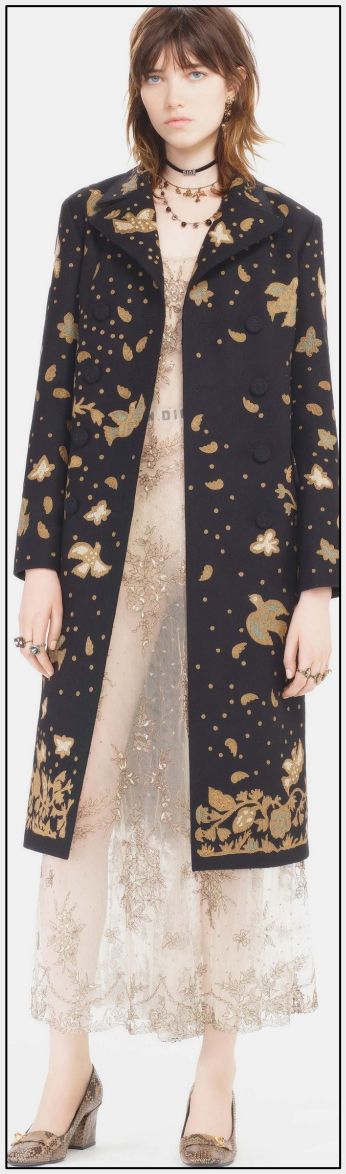
valentino



dior



tory burch

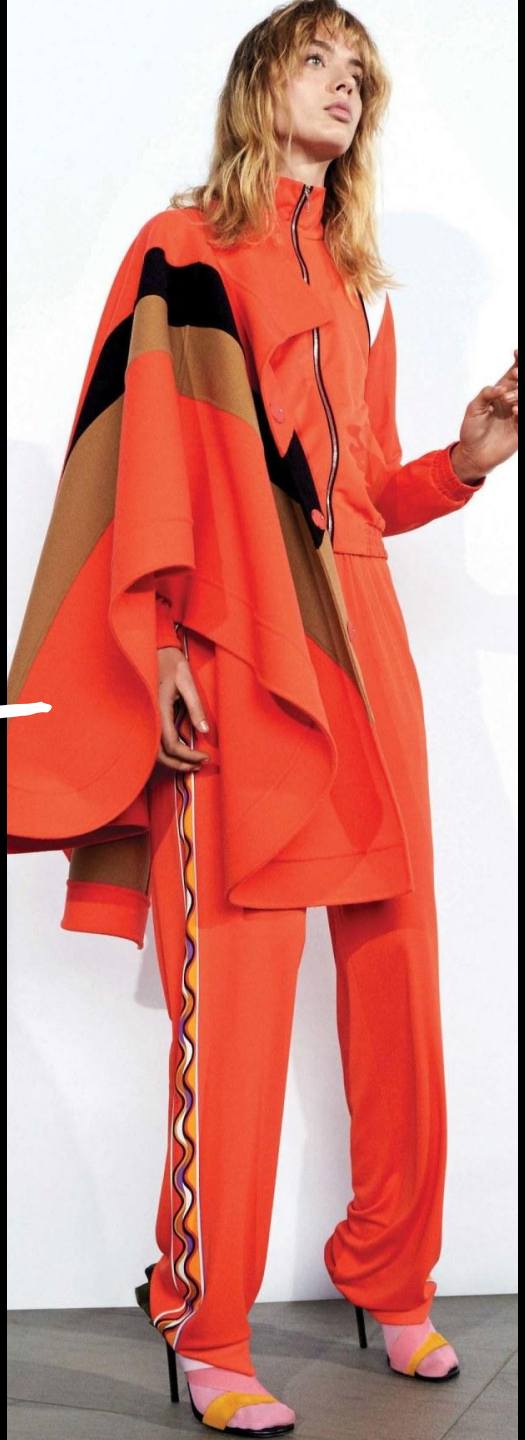


dior

'17 Color

global color report

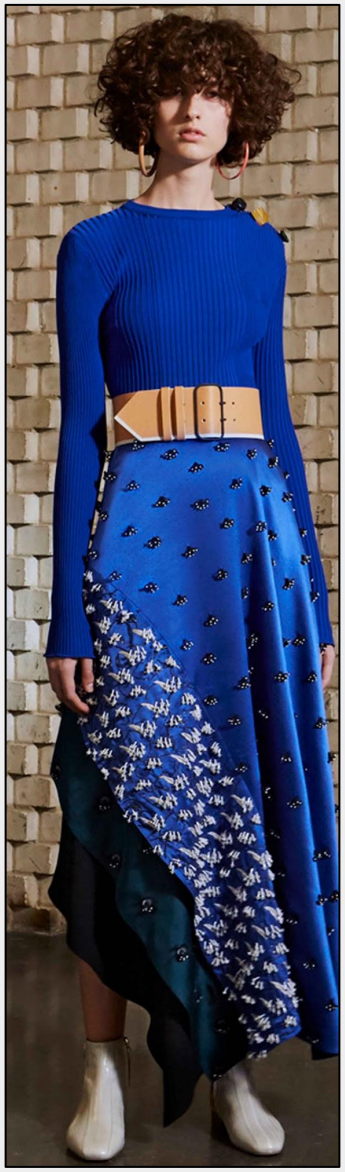
PRE-FALL RUNWAY | STREET STYLE



GOT THE **BLUES**



tse´



roksanda



sea



max mara

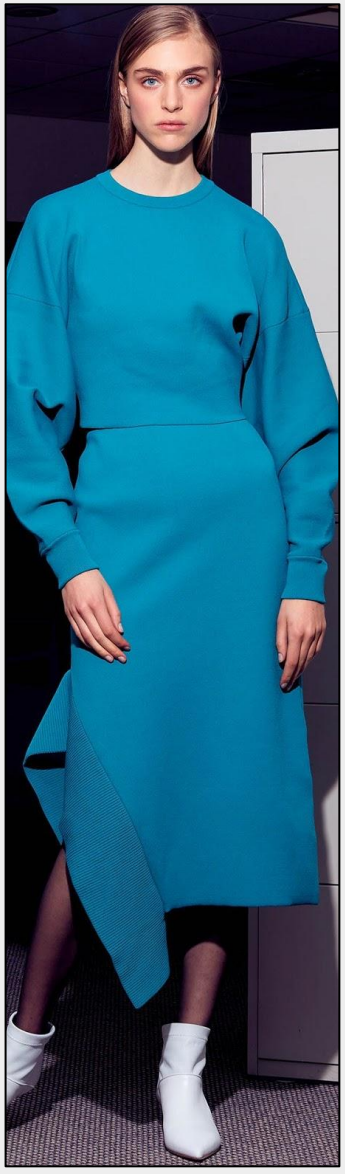


prabal gurung

SAY **CERULEAN**



nina ricci



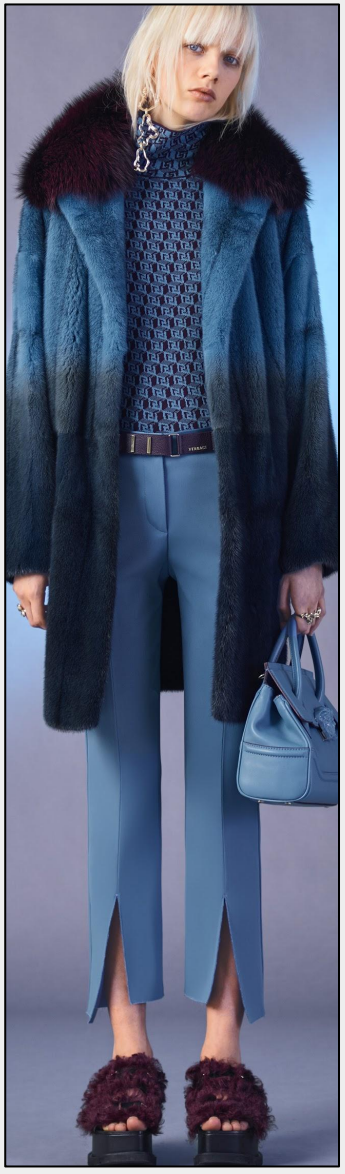
tibi



emporio armani



nina ricci



versace

BLUES // STREET STYLE







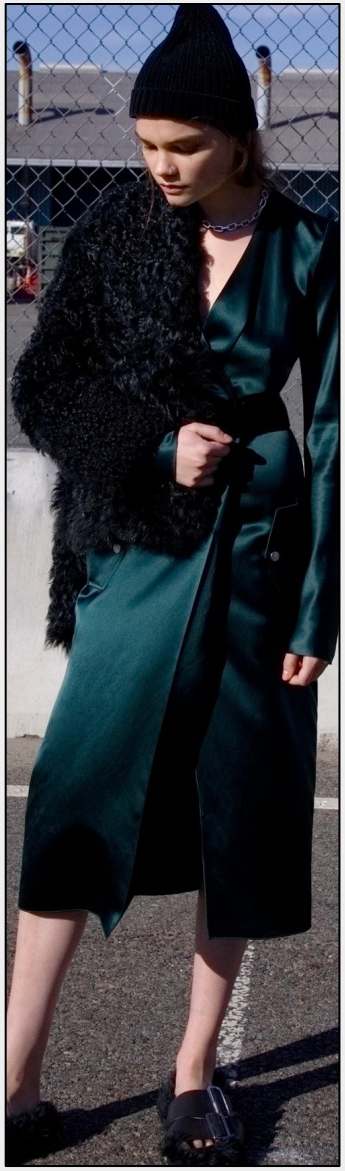




TEAL **GREENS**



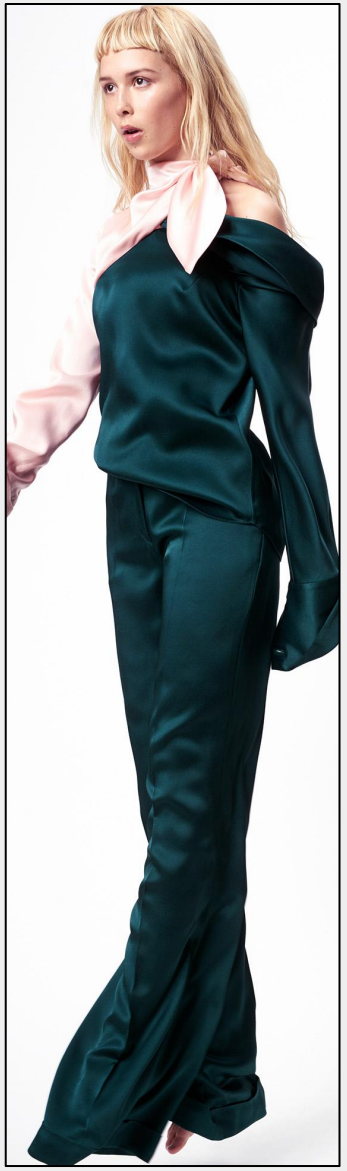
dennis basso



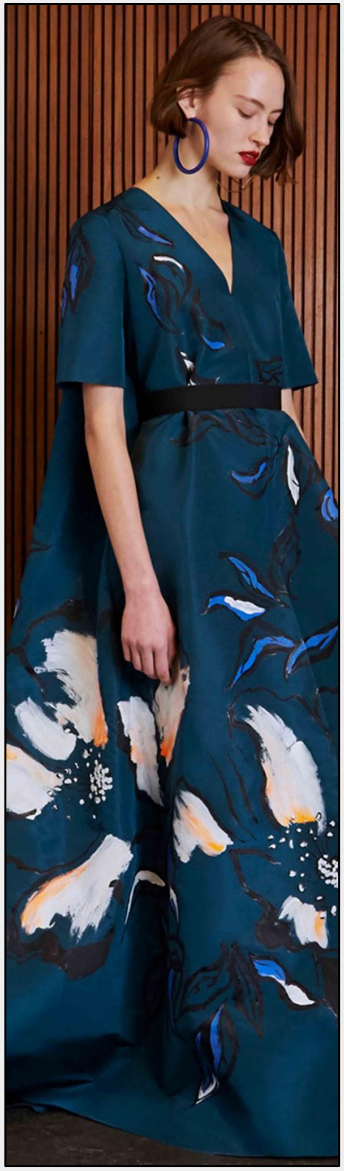
dion lee



issey miyake

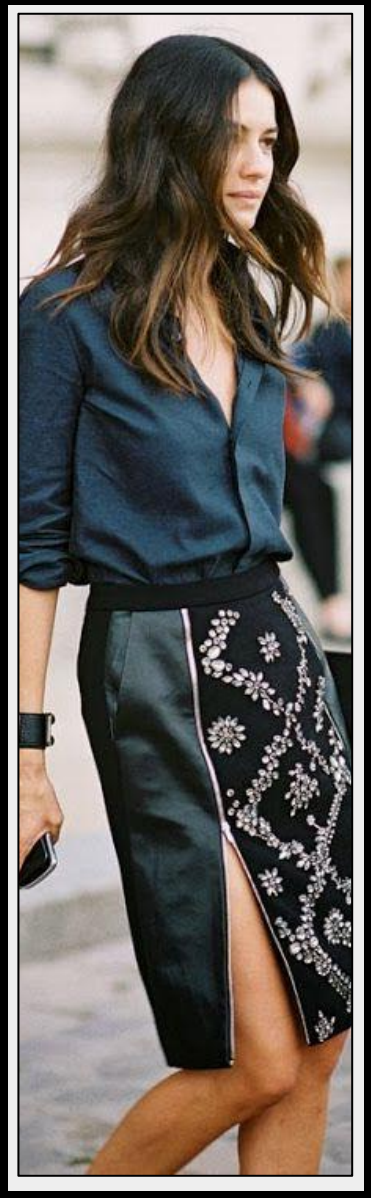


monse



roksanda

TEAL **APPEAL** // STREET STYLE











COOL **CARAMEL**



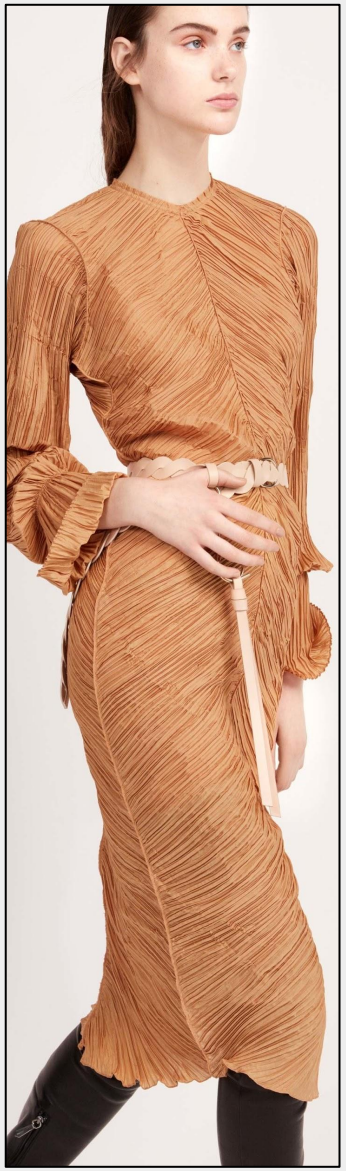
nina ricci



bottega veneta



victoria beckham



alice + olivia



bottega veneta

COOL **CARAMEL** // STREET STYLE











GILDED **METALLICS**



chanel



michael kors collection



marchesa

SPRING 2017



akris



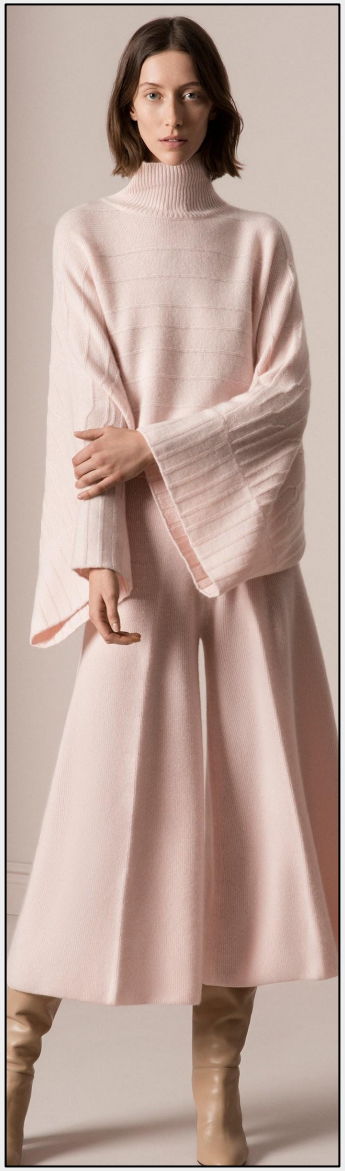
custo barcelona

GILDED **METALLICS** // STREET STYLE





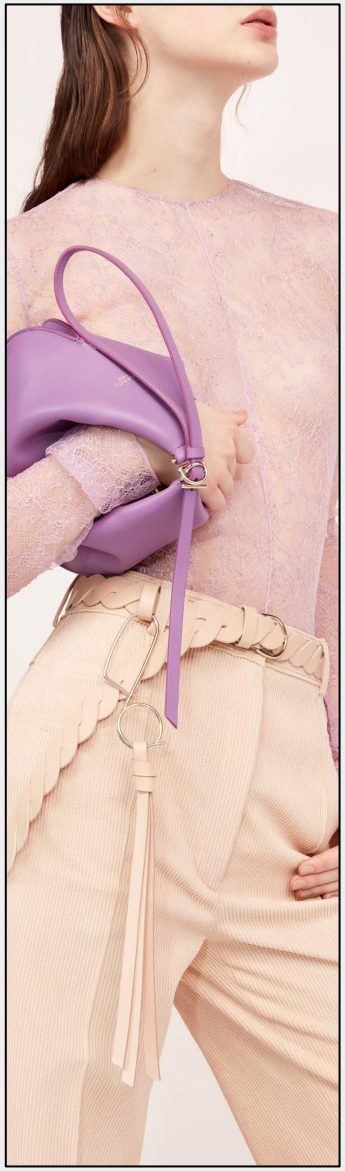




tse´



nina ricci



nina ricci



mother of pearl

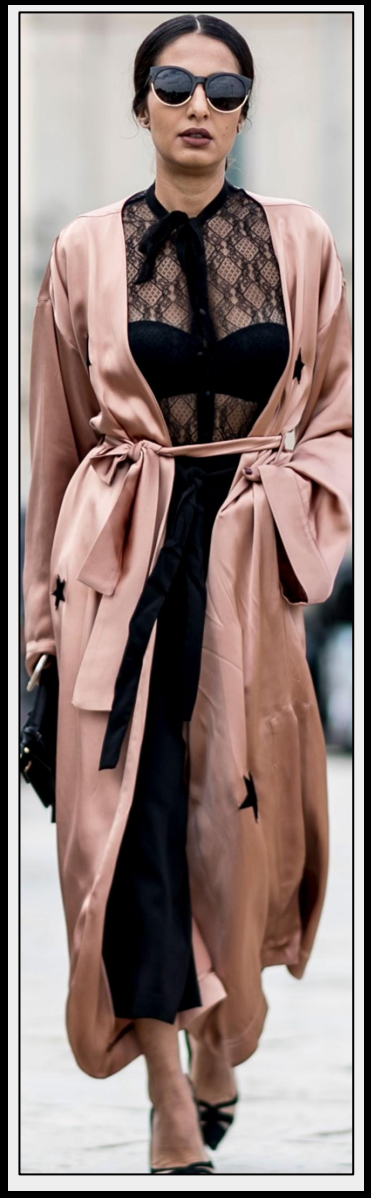


prabal gurung

CALM **COSMETICS** // STREET STYLE





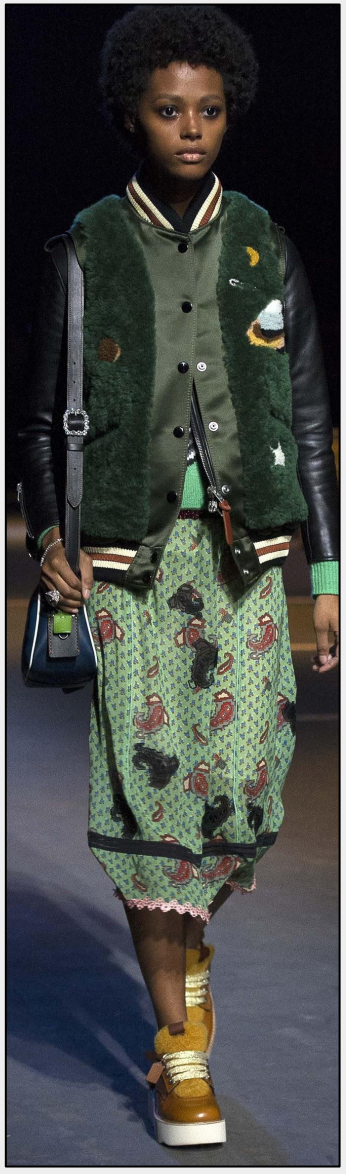








etro



coach



oscar de la renta



alice + olivia



fendi

GREENERY // STREET STYLE







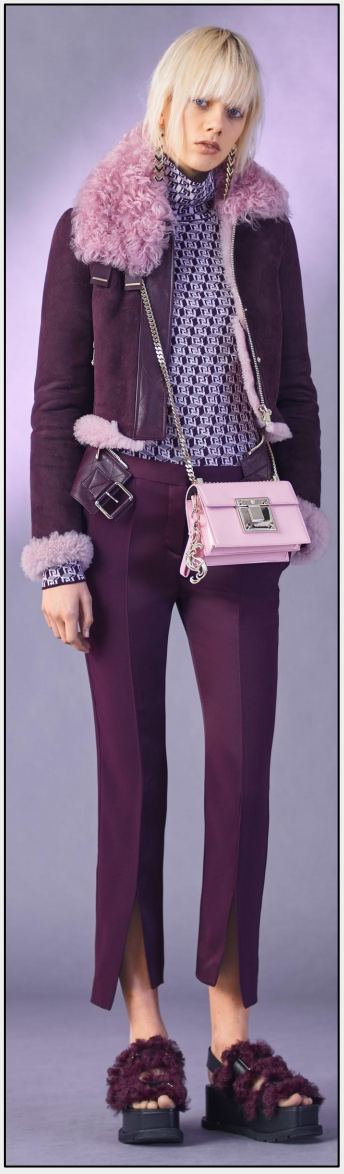
WINTER BERRIES



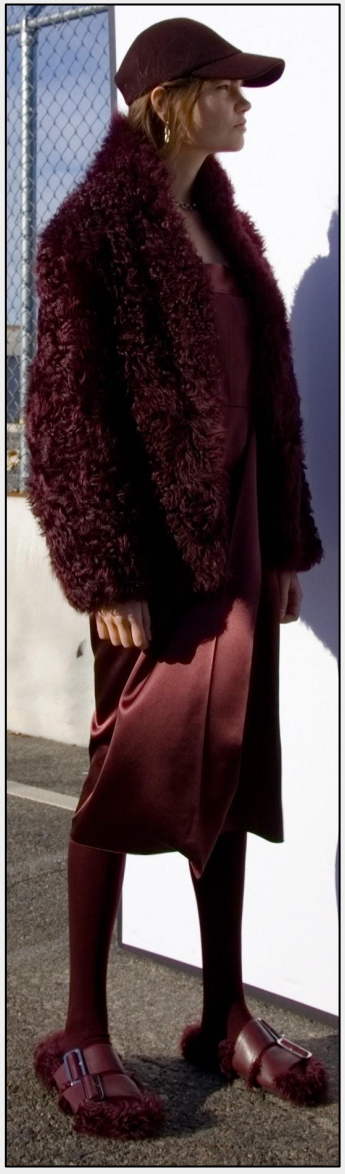
racquel allegra



versace



versace



dion lee



oscar de la renta

WINTER BERRIES // STREET STYLE











SCARLET **RED**



tibi



bottega veneta



gucci



dion lee



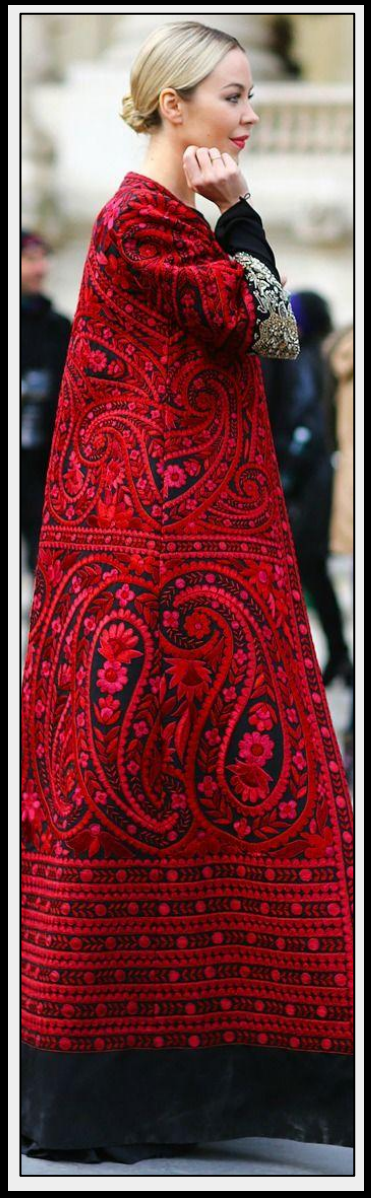
amanda wakeley

SCARLET **RED** // STREET STYLE











COLOR COMBINATIONS



versace



giorgio armani



stella mccartney



prabal gurung



carolina herrera



the EDIT

...tis the season

Hello, HOLIDAY

this season is the perfect mix of chic holiday style and pre-spring vibes

discover our favorite new silhouettes in gorgeous metallics, supple suede, luxe knits, refined denim and plush velvet.

from chic and cozy to everything embellished, decorated, and adorned. eye-catching pieces give you permission to make it a style all your own

chico's

the EDIT

Holiday 2017

The Holiday Shop—Holiday is around the corner, still searching for the perfect idea for those special days? We have some new ideas for the season, where you can indulge on yourself, find glitzy 'fits for every holiday celebration & perfect gifts for them.

1

gift and be
GIFTED
giftables that are hard to resist.... one for you, two for me!

2

GILDED *glamour*
new takes on modern metals, from burnished embellishment on denim to high shine shimmer on knits and wovens



3

CHILL *seekers*
get on the knit list with our go-to sweaters for the season -- toast to high shine embellishments or feminine accents



EMBELLISH *me*
we love pieces glammed up with faceted stones, metallic applique' and stunning diamantes

4



5

at first
BLUSH
from frosted pinks to foundation shades, this season's new neutrals will keep you blushing



6

easily
SUEDE
wear this versitile fabric in any shade, dressed up or paired down



7

re-classified
DENIM
from understated hardware to newness in shapes, this season's denim looks best played head-to-toe and paired in all shades



8

COZY *chic*
deliciously comfortable, decidedly chic



9

a LAYERED *approach*
this season its all about more-- tonal layers of color, toppers over jackets, and that one last accessory



10

PLUSH *touch*
tactile velvet brings a luxe touch with burnout, crushed and devore'



11

CASUAL *luxe*
high-low dressing is the new uniform-- casual mixed with dressy and sporty paired to shine

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1

GIFT & BE GIFTED



Holiday Must Have
More colors available.
Machine wash.
Imported.
570125284 **$159**





enjoy life's little luxuries

...shine on



Holiday Must Have
More colors available.
Machine wash.
Imported.
570125284 **$159**

OPPOSITE PAGE
Holiday Must Have
More colors available.
Machine wash.
Imported.
570125284 **$159**

Holiday Must Have
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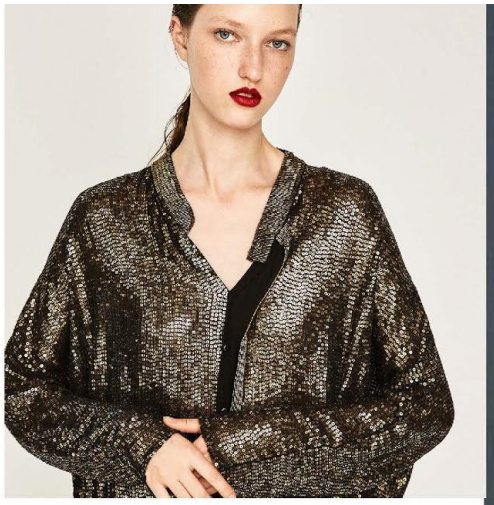
Imported.
570125284 **$159**





2
GILDED GLAMOUR



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More colors available.
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OPPOSITE PAGE
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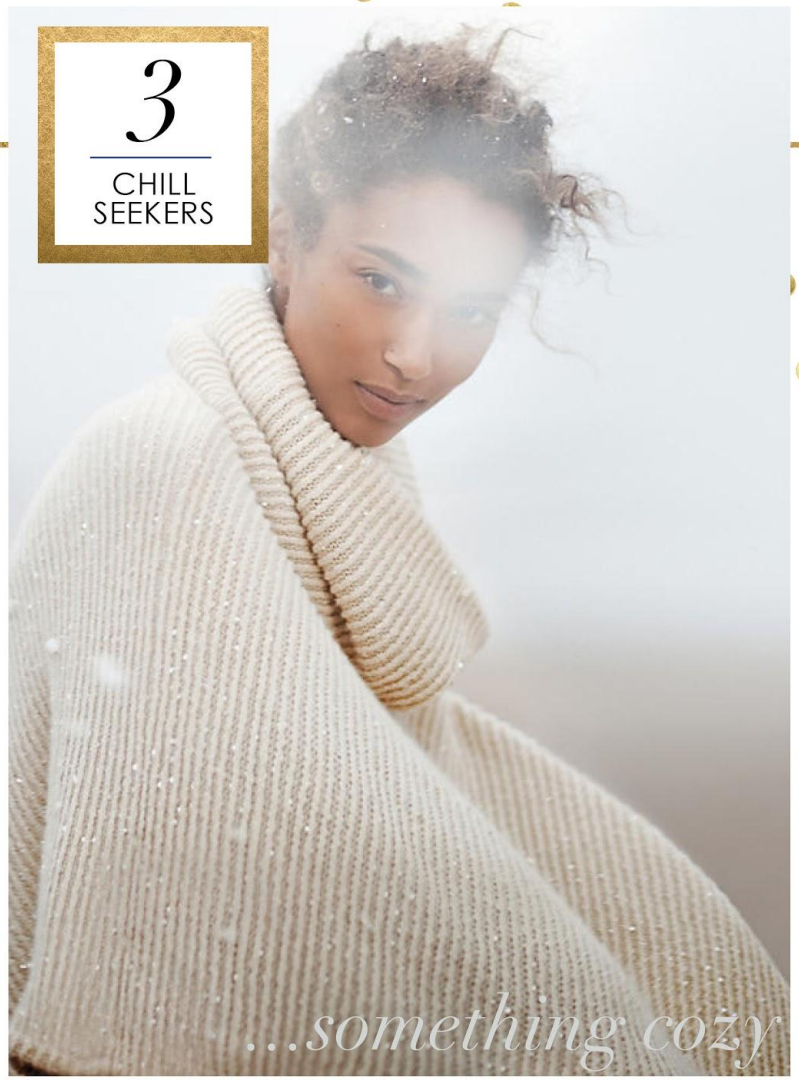
3
CHILL SEEKERS



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OPPOSITE PAGE
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Holiday Must Have
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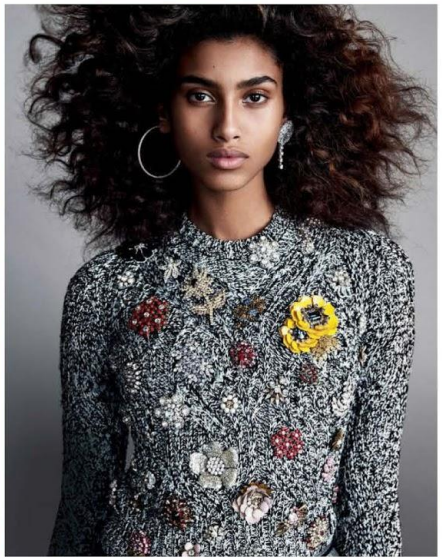
4
EMBELLISH ME

3D, placed & allover... just shine

















5

AT FIRST BLUSH

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Holiday Must Have
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femme cosmetic shades



6

EASILY SUEDE





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7

RE-CLASSIFIED DENIM

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8

COZY CHIC





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Imported.
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Holiday Must Have
More colors available.
Machine wash.
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9
A LAYERED APPROACH

paired to perfection



10
PLUSH TOUCH





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More colors available,
Machine wash.
Imported.
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11
CASUAL LUXE

comfort dressed to shine