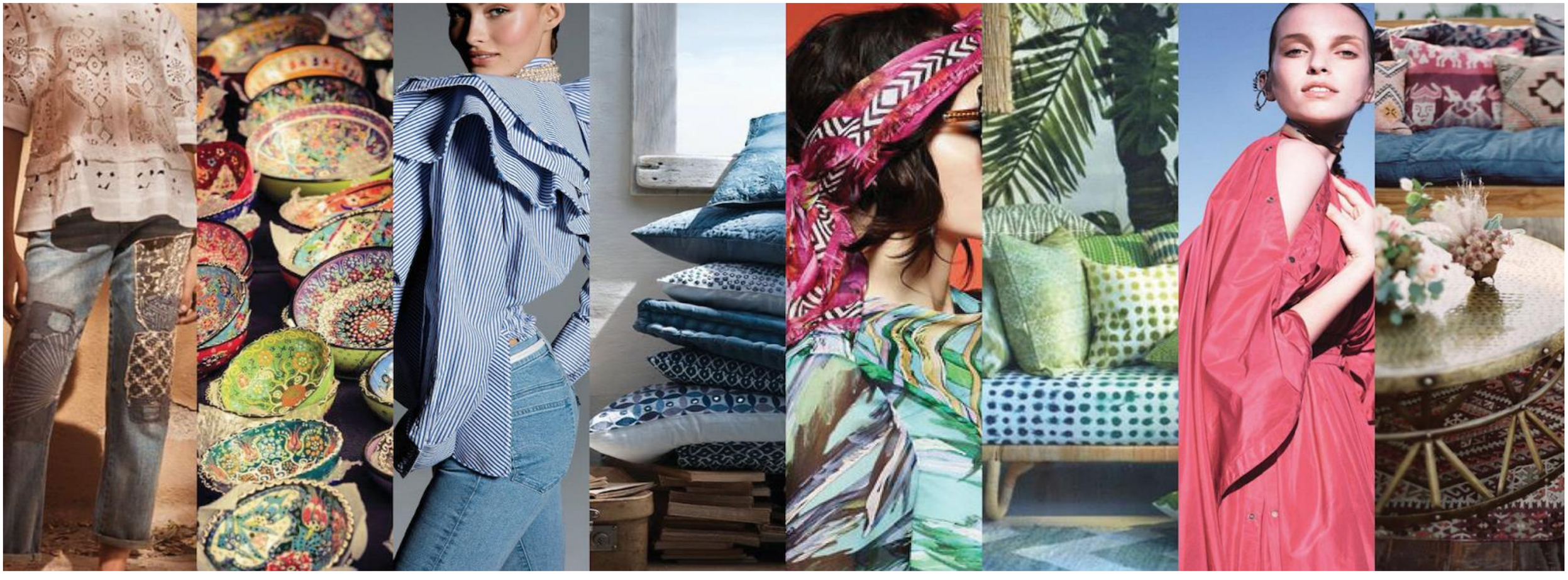
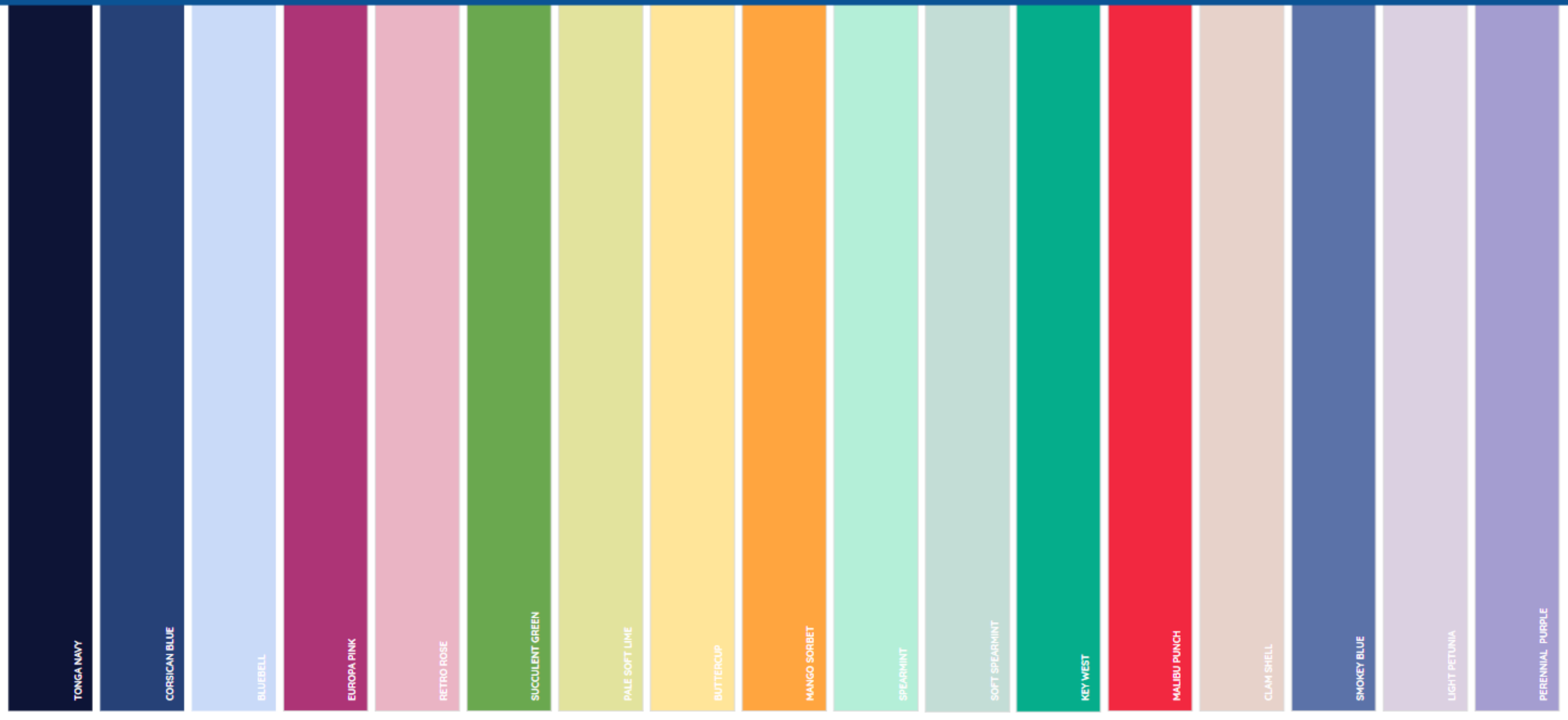
STEVEN MC DERMOTT SPRING



SEASONAL KEY ITEM PALETTE



the EDIT

*A new season beckons fresh fashion trends with a **LIGHT** spring feel.*

*We love the mix of romantic **LACE** paired with **UTILITY** influences. The **DETAILS** make the trend-- feminine ruffles, peek-a-boo cuts, cinching and a highlight of **METALLIC**. Topped by new takes on **DENIM** pairings --embroidered details, raw-edge hems, refreshing colors and beautiful **PRINTS** that sing Spring.*

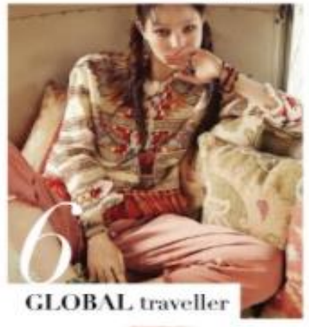

1 DENIM pairings


2 FEMME effect


3 SHIRTINGS 2.0


4 cross the LINE


5 in DETAIL


6 GLOBAL traveller


7 another LEAGUE


8 TEE boutique

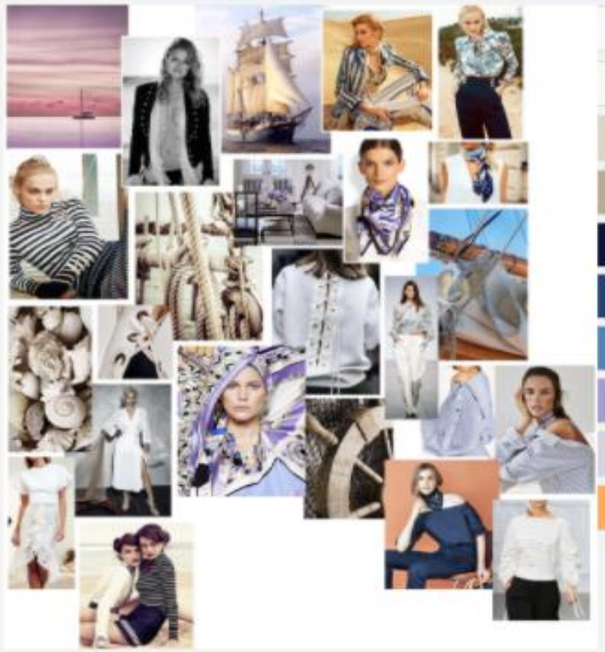

9 contemporary UTILITY


10 make his YOURS


11 be WHIMSY


HIGH SEAS
Romance

HIGH SEAS ROMANCE



Seaside fashion inspiration in has endured over many decades and is an influential design perennial. The twist to the collection coming to life is pairing it with adventure and romance. The functional elegance of naval officer and playful maritime is highlighted with functional sportswear details and hardware. There are countless takes on evolved mariner stripes, nautical details, and mixed with fashion's most enduring trend for all things feminine. Shirting's 2.0 re-defines the must have statement of the season, as it's all in the details.

INSPIRATIONAL LOOKS



ALABASTER

NEW ECRU

NATURAL CREAM

SAND

TONGA NAVY

CORSICAN BLUE

BLUEBELL

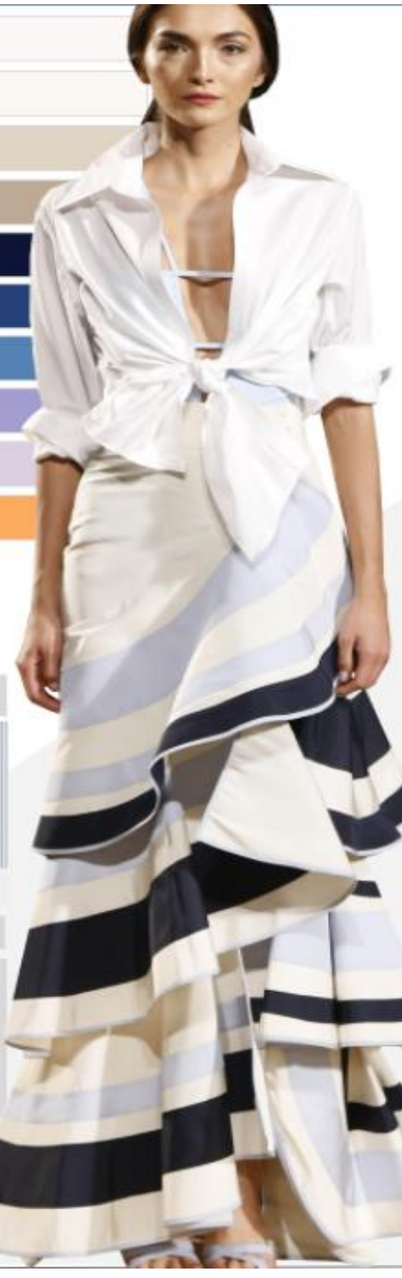
PERENNIAL PURPLE

LIGHT PETUNIA

YELLOW FINCH

SHINY GOLD

STERLING SILVER



PRINT & PATTERN



Status



Floral



Conversational



Mix Media

JEWELRY & FA

JEWELRY

Overarching for the month:
Silver Jewelry
Lavender & Navy Jewelry Statement

- Jewelry silver with navy enamel modern aesthetic
- Silver jewelry modern aesthetic

FASHION ACCESSORIES

Overarching for the month:
Knitted Coverings

- Stripe poncho
- Birdseye wrap key item in colors: navy, mid blue, lavender
- Handbags navy blue tote and matching wristlet
- Small leather goods, printed PU or canvas multi print, floral picking up all colors
- Scarves in key map prints
- Neckerchiefs, drop off neckerchiefs

FASHION MESSAGES

MARITIME ADVENTURES



MODERN ROMANCE



MARITIME ADVENTURES



MODERN ROMANCE



HIGH SEAS ROMANCE

HIGH SEAS ROMANCE




TRIBE
Nouveau

TRIBE NOUVEAU



ALABASTER

NEW ECRU

NATURAL CREAM

CAFE LATTE

MALIBU PUNCH

CLAM SHELL

BLACK

SHINY GOLD

SEMI BRIGHT CHAMPAGNE

KEY WEST



Nouveau Tribe defines the bohemian gypsy woman who has lived the nomad life and is now a grounded, spiritual individual. She decorates her home with a multitude of souvenirs from foreign lands that all have their own story to tell, from Moroccan rugs to Tegan carved mirrors from India. Her extensive travels to exotic locales have shaped her own individual style. Patterns and graphics continue to bring in a global feeling with intricate mandalas, ethnic ikats, and paisley fusions. Details add an additional eclectic and hand crafted feel with embroideries and stitchwork. She is present, mindful and in harmony with the multicultural world that surrounds her.

INSPIRATIONAL LOOKS



PRINT & PATTERN



White/Black Ethnic



Patchwork



Mix Media



Paisley

JEWELRY & FA

JEWELRY

Overarching for the month:

Gold Jewelry

Coral Jewelry Statement

- Coral and neutral jewelry manipulated new components
- Gold jewelry mixed with leather and cabs
- Turquoise Jewelry (Key West)

FASHION ACCESSORIES

Overarching for the month:

Knitted Coverings

- Knitted ruana neutral and metallic
- Printed knit tribal aesthetic of stage set
- Woven/whip stitch satchel/clutch

FASHION MESSAGES

MODERN CRAFT



FREE SPIRITED BOHO



TRIBE NOUVEAU

MODERN CRAFT



FREE SPIRITED BOHO










La Vie
Provincial

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.

INSPIRATIONAL LOOKS



ALABASTER

NEW ECRU

NATURAL CREAM

SAND

LIGHT PETUNIA

SMOKEY BLUE

CORSICAN BLUE

PALE SOFT LIME

STERLING SILVER

SHINY GOLD



PRINT & PATTERN



Floral



Gingham



Stripe

Multi

JEWELRY & FA

JEWELRY

- Soft matte blue off of silver
- Delicate bezel set stones

FASHION ACCESSORIES

Overarching for the month:
Scarf Statement
Novelty Bags

- Provincial prints covering and scarves
- Tassel trim squares
- Printed PU/canvas small leather goods
- Nubby canvas jute/denim tote and wristlet

FASHION MESSAGES

LA VIE PROVINCIAL



LA VIE PROVINCIAL

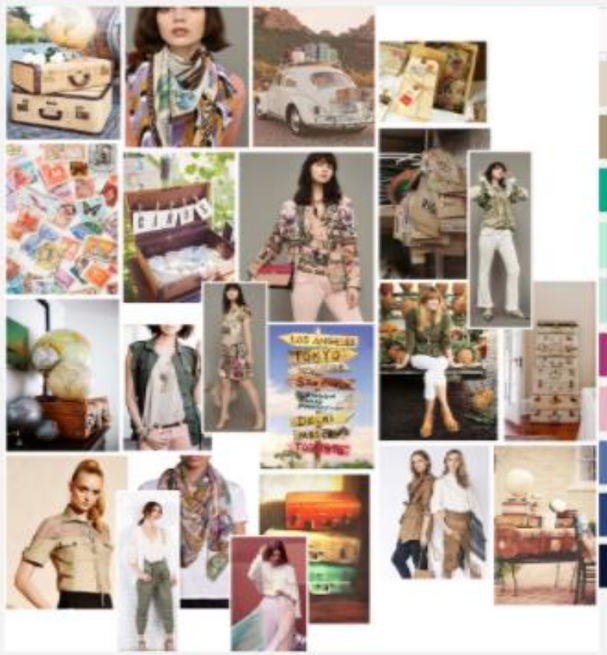




LA VIE PROVINCIAL


Wanderlust
OLYMPUS

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.

ALABASTER

NATURAL CREAM

CAFE LATTE

KEY WEST

SPEARMINT

SOFT SPEARMINT

EUROPA PINK

RETRO ROSE

SMOKEY BLUE

CORSICAN BLUE

TONGA NAVY

STERLING SILVER

SHINY GOLD



FASHION MESSAGES

DENIM'S NEW ROMANCE



WORLD TRAVELLER: THE COLLECTOR



INSPIRATIONAL LOOKS



PRINT & PATTERN



Patchwork



Postcard



Asian Floral



Bicolor Geo

JEWELRY & FA

JEWELRY

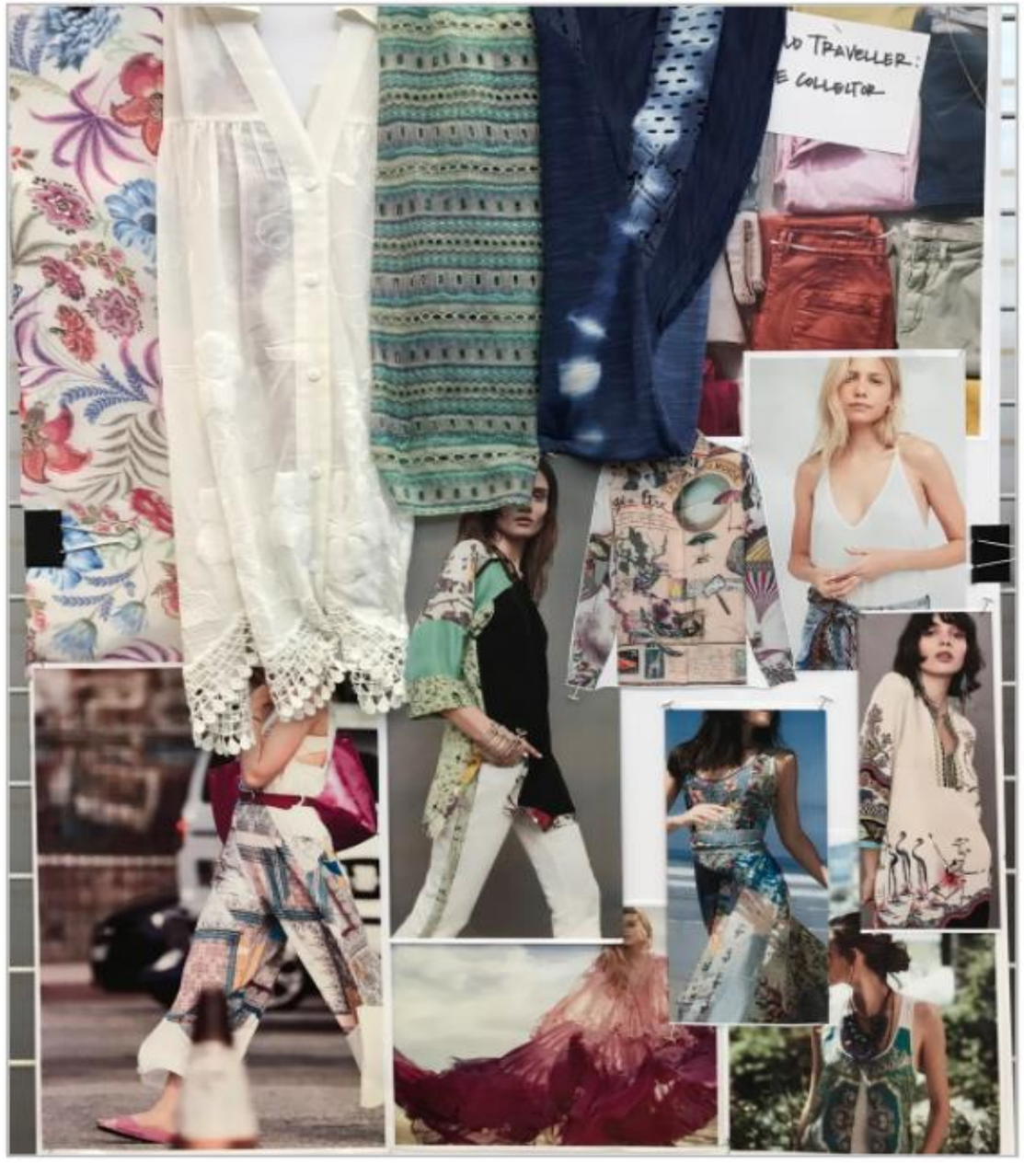
Overarching for the month:
Sea Glass Bleached Wood Jewelry Sets
Earrings & Gift Card
Whimsy Statement/Gifting
- Postcards with gifting necklaces
- Colored sand washed wood and beach glass match back to woven tops

FASHION ACCESSORIES

Overarching for the month:
Whimsy Statement/Gifting
- Straw hats/novelty bands
- Straw and jute bags
- Printed novelty small leather goods
- Linen/printed linen

WANDERLUST

WORLD TRAVELLER: THE COLLECTOR



DENIM'S NEW ROMANCE



WANDERLUST




BALINESE
dreams

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.

ALABASTER

NATURAL CREAM

SAND

CLAM SHELL

MALIBU PUNCH

OLIVINE

PALE SOFT LIME

MANGO SORBET

DENIM REFERENCE ONLY

DENIM REFERENCE ONLY

STERLING SILVER

SHINY GOLD



FASHION MESSAGES

TROPICAL VIBES



MAKE HIS YOURS



INSPIRATIONAL LOOKS



PRINT & PATTERN



White Ground/Dark Ground Floral



Tonal Gingham



Conversational/Whimsy



Foliage

JEWELRY & FA

JEWELRY

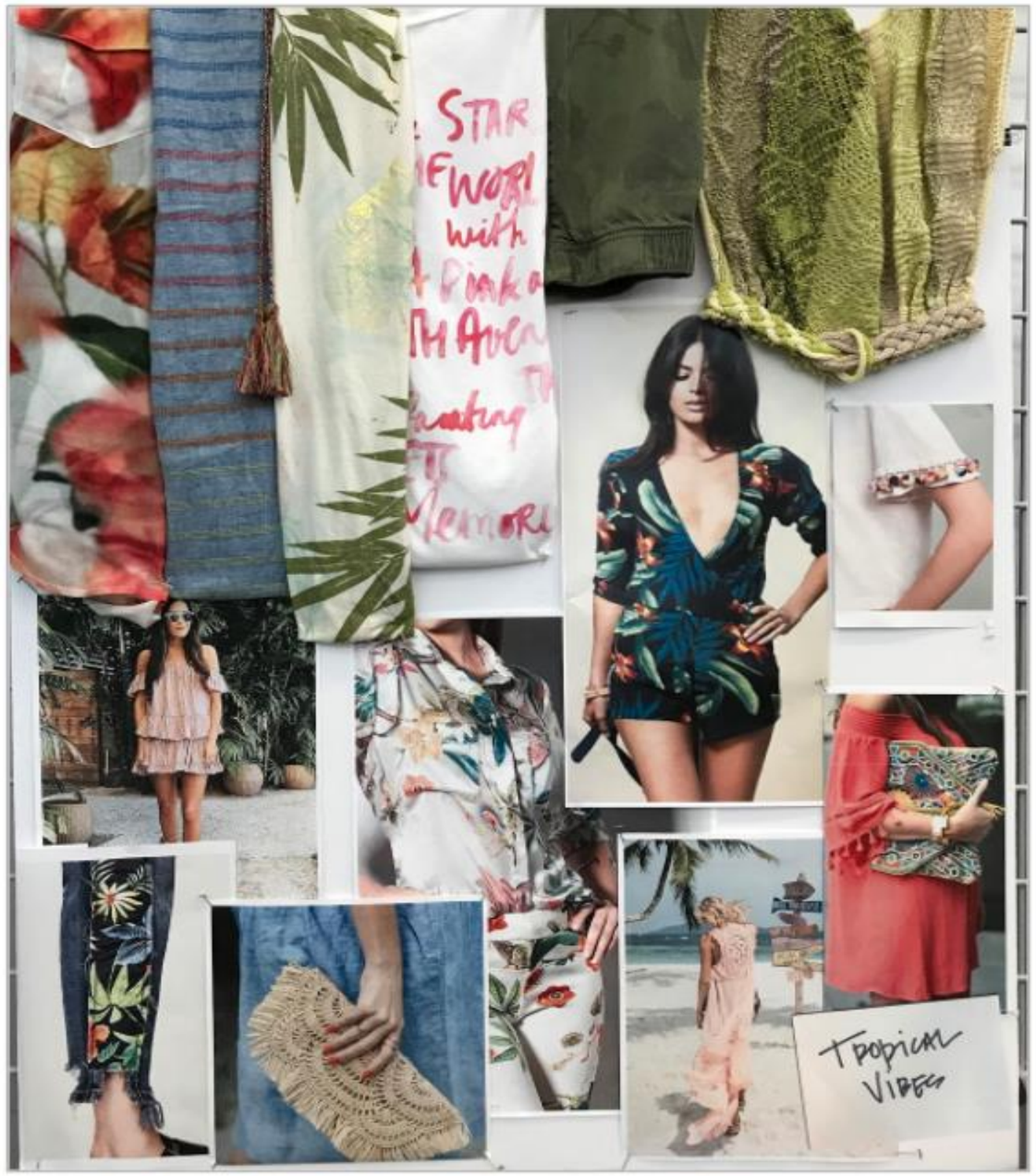
Overarching for the month:
Sea Glass Bleached Wood Jewelry Sets Earrings & Gift Card
Whimsy Statement/Gifting

FASHION ACCESSORIES

Overarching for the month:
Whimsy Statement/Gifting
- Painterly prints palm/hot house flowers
- White eyelet
- Toucan or parrot concept scarf, small leather goods, drop offs
- Straw hat and metallic
- Multiple ways to wear scarves

BALINESE DREAMS

TROPICAL VIBES



MAKE HIS YOURS



BALINESE DREAMS



TRIBE NOUVEAU