STEVEN MC DERMOTT SUMMER COLLECTION

OVERARCHING MESSAGE: DESTINATION *chic*































summer 2018

CUSTOMER MINDSET



SUMMER EVENTS
GRADUATION/WEDDINGS
EVENT TOPS, COVERINGS, DRESSES



SUMMER COMFORT
EVERYDAY CASUAL
SHORTS, CROPS, EASY TOPS, TEES, SKIRTS, DRESSES



RELAXED WEAR TO WORK
SHACKETS, RELAXED SILHOUETTES, LIGHT LAYERING, MATCH SETS



DESTINATION CHIC
PACKING LIST/VACATION/GETAWAY
SHORTS, TEES, DRESSES



TEE BOUTIQUE
DESTINATION TEES, WHIMSY, COLOR, FASHION KNIT TOPS

the EDIT


1
COLOR *me happy*


2
summer BLUES


3
ELEVATED *ease*


4
perfect MATCH


5
pattern PLAY


6
TEXTURED *whites*


7
CRAFTED *in artistry*


8
ETHNO *chic*


9
DREAM *weaver*


10
FINISHING *touch*

summer 2018

FASHION MUST HAVES



LONGLINE BLAZER



ARTISINAL JACKETS



OPENWORK/CROCHET SWEATER



ARTISAN TUNIC



TUNIC SHIRT



BOHO/PEASANT TOPS



KNIT TUNIC



EVENT TOPS



DESTINATION TEES



SMOCKING DETAILS



TWO-PIECE DRESS



MATCH SETS

summer 2018

FASHION MUST HAVES



SOFT RUFFLE SKIRT



SOFT SHIRTDRESS



MAXI DRESSES



THE EFFORTLESS DRESS



JUMPSUIT



ARTISINAL DENIM



WIDE CROP



PRINTED SHORT



EASY PULL ON BOTTOM



BEACH SHOP



ARTISINAL ACCESSORIES



LAYERED JEWELRY

PALM SPRINGS CHIC



We kickoff our summer season with a trip to Palm Springs, known for its perpetual sunshine, Mid-Century Modern homes and never-want-to-leave resorts. An oasis of rippling pools and manicured palm trees with a mountainous backdrop, Palm Springs is a weekend getaway for many a Californian and a plane jaunt for the rest of the country. Inspired by famous vacationers like Elizabeth Taylor and Sophia Loren, we're packing our suitcases with a mix of retro-influenced pieces, bright colors, and statement extras. Intended to be vibrant and versatile the collection is inspired by the 60s and 70s. Tunics, caftans, shirt and maxi dresses take you from poolside cool to lawn party chic. Combine solid color tops with a printed skirt for a great look. Experiment with vibrant shades and go ultra-bold with contrasting solids head-to-toe or go ultra-chic with black and white. Elements of craft and embroidery bring it to this century.

BLACK

ALABASTER

PINK TBD

PEACH TBD

STERLING SILVER

MEXICAN TURQUOISE

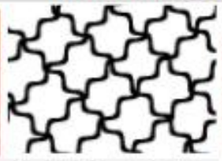
PALE SOFT LIME



PRINT & PATTERN



Graphic Floral



Graphic Black & White



Oversized Foulard



Tri Color Geos

JEWELRY & FA

JEWELRY

- Seed beads
- Sliced/blocked bone
- Wood, bamboo, carved beads

FASHION ACCESSORIES

- Beach statement
- Coverups
- Hats
- Jute bag
- Sunglasses

FASHION MESSAGES

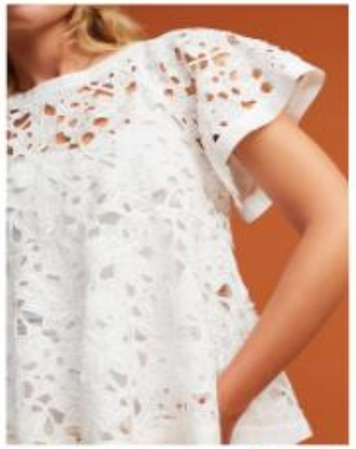
PALM SPRINGS



SUMMERTIME CHIC



PALM SPRINGS CHIC















PALM SPRINGS CHIC









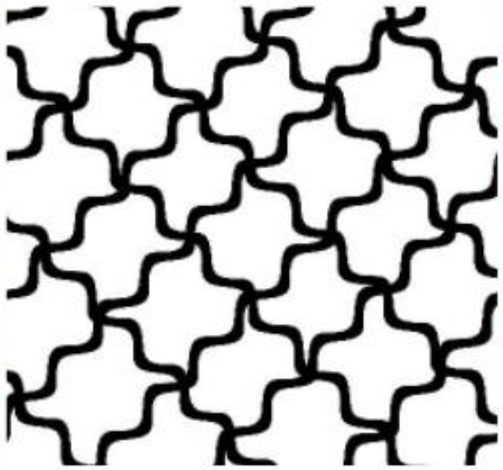




PALM SPRINGS CHIC



Graphic Floral



Bold Black & White



Oversized Foulard



Tri Color Geos

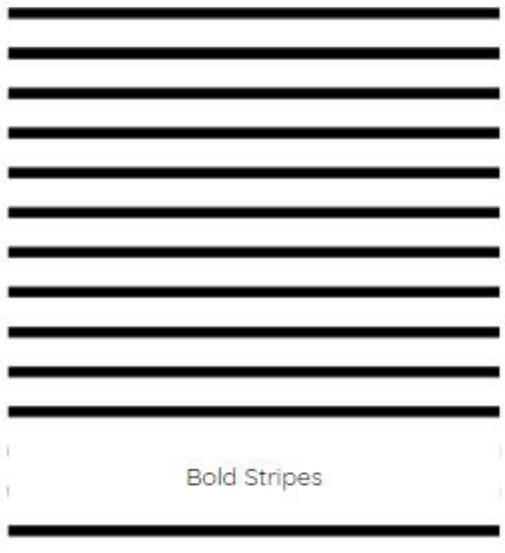
Notes:
-fun, graphic, bright & bold group
-White needs to be predominant over black
-Will have a large penetration of geos
-Warm group with accents of cool



Tonal Geo



Watercolor Stripes



Bold Stripes

Elements to carry through all stage sets:
-Whimsy
-Stripes
-Dots
-Bi-colors/Geos

MEET ME IN MYKONOS



If the mention of Mykonos doesn't immediately bring to mind bright white buildings and turquoise sunny skies, you've been living under a rock. Mykonos is definitely the most famous of the Greek islands, thanks to its treasure of natural beauty, picturesque streets, gorgeous white villages, quaint churches, lazy windmills and exquisite sandy beaches, as well as plenty of local color. The unfathomable energy of the sea invites us into a cool, blue sense of calm with blues ranging from bold cobalt to soft aqua tints. The villages textural white buildings beckons the call of summer. It inspires highly textural artisanal white pieces in soft washed cottons, linen, eyelet and denim. A boho sense of style is combined with crafted artisanal elements. Bougainvillea adds a refreshing pop of pink. Print and pattern is inspired by a combination of tile and medallion creating new takes on patchwork, while the ocean inspires tie dye and ombre.

ALABASTER

MYSTERIOUS BLUE

ENAMEL BLUE

TBD PURPLE

CLEAR AQUA

PINK TBD

STERLING SILVER

SHINY GOLD

PLUSH PLUM

PRINT & PATTERN



Patchwork | No Print Print | Wood Block | Tie Dye

JEWELRY & FA

JEWELRY

- Seed beads
- Tassels, pom poms, mixed media
- Sea glass, mother of pearl, silver foil
- Blue multi

FASHION ACCESSORIES

- Blue statement
- White statement
- Poncho - textural
- Clutch - beaded mix
- Sea glass, mother of pearl, silver foil

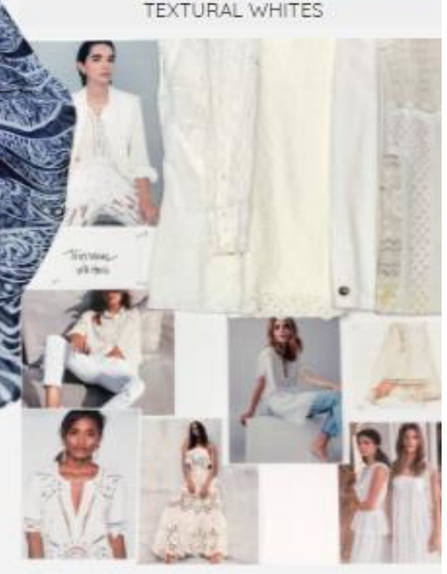


FASHION MESSAGES

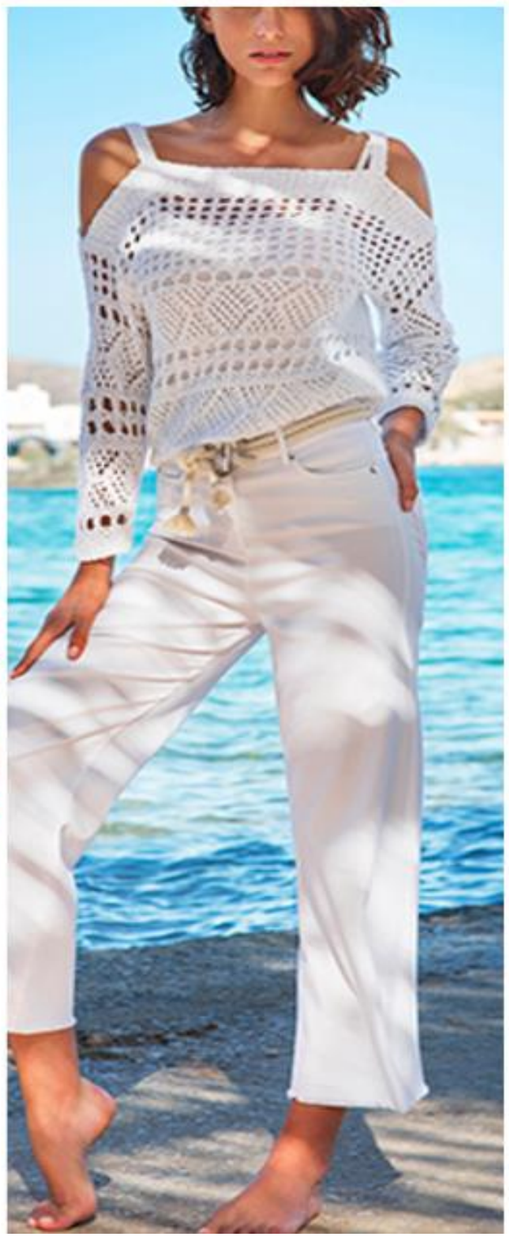
CRAFTED IN ARTISTRY



TEXTURAL WHITES



MEET ME IN MYKONOS






MEET ME IN MYKONOS







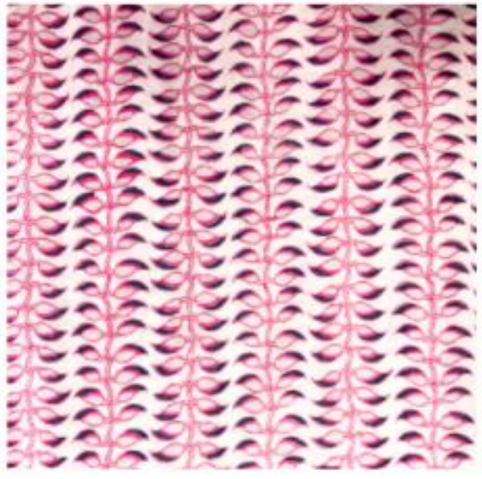




MEET ME IN MYKONOS



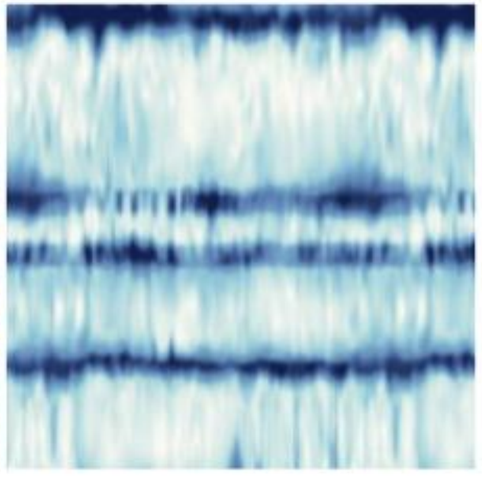
Patchwork



No Print Print



Wood Block



Tie Dye



Ikat



Medallion



Stripes

SUMMER 1 MAY RIGHT

Notes:
-Textural, ethno grecian group
-Cool group with accents of Warm
-can have small touch or ikat. Not too much as not to compete with collections.

Elements to carry through all stage sets:
-Whimsy
-Stripes
-Dots
-Bi-colors/Geos