

Crossing Cultures

The Summer 20 collection has an optimistic colour palette and is feminine and playful in the shapes. We see layering pieces and easy to wear dresses and separates.

The "Second Female" woman is someone who enjoys to embrace new adventures and cultures. That being in her everyday life or whilst travelling. Her style being fashion consciousness though never contrived. Feminine, but not prim. It is crucial for her, that her wardrobe can transform easily from daywear to evening in an effortless manor.

Throughout the collection there is an attention to detail and fabrics which gives the entire collection a modern and effortless feel.

Prints underline the stories and are represented in outstanding items. We touch on "toile du jour" illustrations, interpretations of animal motifs, ethnical prints on Broderie Anglaise and an exaggerated paisley print, which again ties in well with our "cross culture" inspiration.

Colours embrace the story by introducing bright tones that seem sun bleached and chalk-like. We also see highlights such as pink and soft lilacs. Warm earthy tones and black add depth and class to the palette.

Fabrics and design details include crisp cotton poplins juxtaposed with linens, set in lace and floaty viscose qualities.

All elements which helps define the essence of what makes a "Second Female".















Clouds Maxi Dress Faith Dress













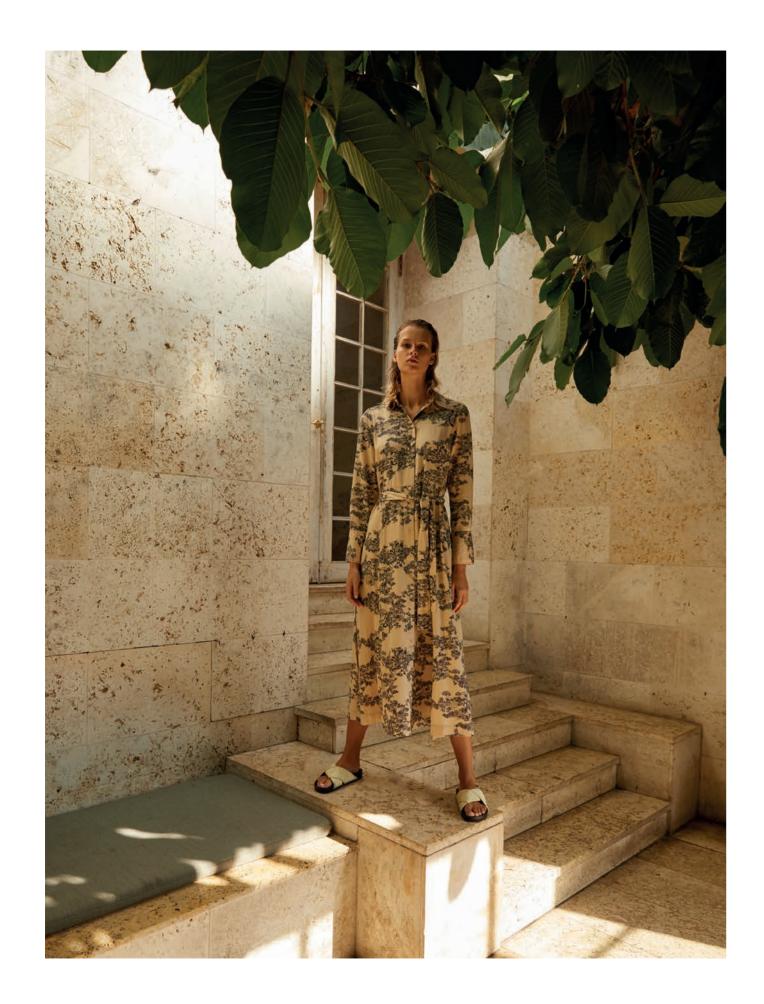


Aida Dress
Neomito Strap Dress

































Straw Shirt / Straw Shorts
Thori Vest Top / Minga Shorts

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Sustainable Styles in Detail / Summer 20

Larkin Program / 100% BCI Cotton
Phoebe Program / 100% BCI Cotton
Heaven Program / 100% BCI Cotton
Straw Program / 100% BCI Cotton
Carrie Program / 100% BCI Cotton
Giselle Program / 100% BCI Cotton
Delina Program / 100% BCI Cotton
Faith Program / 100% BCI Cotton

BCI Cotton

"The Better Cotton Initiative" (BCI) promotes better standards in cotton farming and practices across 21 countries.

Minga Program / 100 % Recycled Polyester

Recycled Polyester

Recycled polyester makes use of existing plastic. It uses 33-53% less energy than "new" polyester. By using recycled polyester you reduce waste and the use of petroleum.

Nusi Program / 50% Cotton 50% Linen
Bella Program / 60% Lyocell 40% Linen
Rayes Program / 77% Modal 23% Polyester
Nukani Program / 85% Tencel 15% Linen
Lilla Program / 100% Lyocell

Tencel

Tencel is branded Lyocell & Modal fibers which are produced by environmentally responsible processes from sustainable sourced wood.

Lyocell

Lyocell fabric is a natural, manmade fiber. Made with wood pulp from sustainable tree farms, it is 100% biodegradable.

Lenzing certified Modal

Modal is a semi-synthetic cellulose fibre. By being Lenzing certified it is produced in a sustainable manor.

Peony Program / 100% Linen

Linen

Our Linen is certified organic and free of any chemicals.

Sage Program / 100% Organic Cotton
Wing Program / 100% Organic Cotton
Winga Program / 100% Organic Cotton
Henri Program / 100% Organic Cotton

Organic Cotton

Organic cotton is grown using methods and materials that have a low impact on the environment. Organic cotton is grown without the use of toxic and persistent pesticides and synthetic fertilizers.

Hands Tee / 100 % Recycled Cotton

Noon Tee Program / 100% Recycled Cotton

Recycled Cotton

Recycled cotton can be generally defined as converting cotton fabric into cotton fiber that can be reused in textile products. It therefore uses less water and prevents unneeded wastage.